THE COST CO CONNECTION



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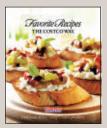
- Complete a brief <u>Reader Survey</u> and enter a drawing to receive a Costco Cash card.
- New: Costco Beer, Wine and Spirits Locator
- For advertising information about The Costco Connection, select: Media Kit (lite) MRI BPA/ABC
- Click here to receive information about <u>The Costco</u> <u>Connection</u> reader panel.
- Electronic editions of Costco publications are available here in the "Resources" section. Browse, share and print these pages from wherever you have Internet access. You can even download an entire book as a PDF.
- To the left there is a tab called "Resources." Here's where
 Costco members will find information that they will likely refer
 to often, such as the <u>Kirkland Signature Wine Connection</u>, all
 of the *Costco Way* cookbooks (also on right), location guides
 for <u>Gas Stations</u> and <u>Business Centers</u>, and a beginners guide
 to <u>digital photos</u>.



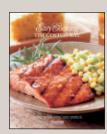
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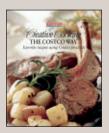
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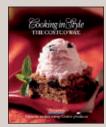
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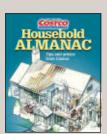
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Cooking



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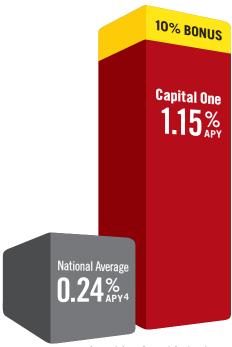






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JEFF KAUCK

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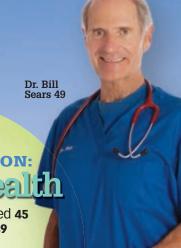
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PUBLISHER Ginnie Roeglin

EDITOR David W. Fuller 425-313-8510 dfuller@costco.com
EDITORIAL DIRECTOR Anita Thompson 425-313-6442
athompson@costco.com

MANAGING EDITOR MAGAZINES

MANAGING EDITOR BOOKS

T. Foster Jones 425-313-6748 Tim Talevich 425-313-6759 *Tod.Jones@costco.com ttalevich@costco.com

ONLINE EDITOR

David Wight David.Wight@costco.com

ASSOCIATE EDITORS

Lorelle Gilpin, Ottawa 613-221-2009 Lorelle Gilpin@costco.com Sue Knowles, London 011-44-1923-213113 sknowles@costco.co.uk Sungwon Pae, Seoul 82-2-2630-2700 swpae@costcokr.com

ASSISTANT EDITORS

Stephanie E. Ponder, Seattle sponder@costco.com Jessica Han, Seoul jhhan@costcokr.com

REPORTERS

Will Fifield wfifield@costco.com Steve Fisher Steve.Fisher@costco.com

COPY EDITOR Miriam Bulmer

CONTRIBUTORS

Wally Amos, Dave Carty, Rita Colorito, Maria Bellos Fisher, Susan Glairon, Gary Graff, Ralph Grizzle, Susan Hirshorn, David Horowitz, Star Lawrence, Holly Mosier, Andrea Downing Peck, Chris Penttila, J. Rentilly, Don Sadler, Marc Saltzman, Bill Sears, Sheila Sobell, Pat Volchok, Marijke Vroomen-Duming

ART DIRECTOR Doris Winters dwinters@costco.com
ASSOCIATE ART DIRECTOR Lory Williams lwilliams@costco.com

GRAPHIC DESIGNERS

Ken Broman, Bill Carlson, Susan Detlor, Steven Lait, Chris Rusnak, David Schneider, Brenda Tradii

PRODUCTION MANAGERS

Pam Sather, Seattle psather@costco.com Elaine Emond, Ottawa Elaine.Emond@costco.com

ASSISTANT PRODUCTION MANAGER

Antolin Matsuda amatsuda@costco.com

COLOR TECHNICIAN MaryAnne Robbers mrobbers@costco.com
ADVERTISING MANAGER

Jane Klein Shucklin 425-313-8277 jshucklin@costco.com

ASSISTANT ADVERTISING MANAGER

Kathi Tipper-Holgersen 425-313-6581 ktipper@costco.com

ADVERTISING COORDINATORS
Melanie Woods, Seattle 425-313-2558 mwoods@costco.com
Deborah Lissner, London 011-44-1923-830481 dlissner@costco.co.uk

Chatelaine Tuafo, Ottawa 613-221-2947 Chatelaine Tuafo@costco.com SENIOR ADVERTISING PROJECT COORDINATOR

Steve Trump strump@costco.com

ADVERTISING / PROMOTION COPYWRITER

Bill Urlevich

NATIONAL ADVERTISING OFFICES

John McCarthy & Associates 2683 Grandoaks Drive Westlake Village, California 91381 John McCarthy, 818-706-8066

BUSINESS MANAGER

Janet Burgess

CIRCULATION MANAGER

Rossie Cruz 425-313-6715 rcruz@costco.com
CIRCULATION / EDITORIAL ASSISTANT

Dorothy Strakele 425-313-6899 connection@costco.com

ADMINISTRATIVE ASSISTANT

D. Ted Harris 425-313-2937 dtharris@costco.com

COSTCO WHOLESALE

P.O. Box 34088, Seattle, WA 98124-1088 999 Lake Drive, Issaquah, Washington 98027 Fax: 425-313-6718 Email: connection@costco.com

For information on warehouse hours and more: 1-800-774-2678 or visit Costco.com







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from the publisher's desk

Ginnie Roeglin

THIS ISSUE FEATURES several of my favorite chefs, cookbook authors and cooking teachers. On the cover is Costco member and Food Network dynamo Guy Fieri. You'll find a recipe from his new cookbook leading off the cover story on page 28, plus a beautiful recipe from super chef Tom Douglas, as well as ones from celebrity authors Connie Guttersen, Barbara Fairchild, Ina Garten and Patricia Wells, whose cooking school in Provence I was fortunate to attend. Their summer recipes are sure to please your family and friends.

Of course a recipe is only as good as the ingredients that go into it. Costco's fresh meats have always been a cut



Ginnie Roeglin is Senior Vice President, E-Commerce and Publishing, and Publisher of The Costco Connection.

above, but as Pat Volchok explains on page 82, we are taking it up a notch with our new Kirkland Signature™ USDA Prime beef program. Formerly reserved for upscale restaurants, hotels and steakhouses, Prime filet mignon, rib-eye, New York and top sirloin steaks are now in Costco warehouses. Costco.com also carries Prime beef including Prime rib roasts, chateaubriand tenderloin roasts, porterhouse steaks and more. Costco.com's Prime meats are individually vacuum packed, frozen and shipped via second-day air to all states, including Alaska and Hawaii. Dads would surely love a grilled Prime rib-eye steak this Father's Day!

To make sure you're eating right and maintaining your health, we've included a special For Your Health section in this issue starting on page 45, filled with tips from experts, fitness apps and more. If you are a parent or grandparent, you have probably heard of Dr. Bill Sears who has been practicing pediatric medicine for more than 30 years. Dr. Bill has written more than 40 pediatric books and articles and appeared in countless national television shows. On page 49, he also offers lots of tips and a few tricks and lists of healthy snacks to help you improve your kids' nutrition and maintain a healthy weight.

Lastly, congrats to grads and Happy Father's Day to dads from all of us at Costco!



David W. Fuller is Assistant Vice President, Publishing, and Editor of *The Costco Connection*.

from the editor's desk

David W. Fuller

I HAVE JUST RETURNED from the annual National Postal Forum (NPF), held in San Diego this year, and have exciting news to share with our many readers who are owners or operators of small businesses. You have become the apple of the U.S. Postal Service's eye.

After reviewing research indicating that 72 percent of businesses do not employ the mail in their marketing efforts, the Postal Service has determined to change that. At the NPF, Postmaster General Patrick R. Donahoe announced a drive to boost businesses' usage of the mail, including first-class,

package delivery, bulk mail and other services.

Beginning in September, you will see a major advertising campaign aimed at promoting use of the mail. This is one of a number of initiatives the Postal Service announced during the NPF to stem the general decline in mail volume it has been experiencing, described in my article in last month's issue ("Pushing the envelope," May 2011), which you can find online at Costco.com.

Programs directly focused on businesses include Every Door Direct Mail, which makes it easier to target customers along specific streets; a prepaid "Forever Box" for shippers, similar to the Forever Stamp; and regionalized shipping rates for the popular "If it fits, it ships" boxes.

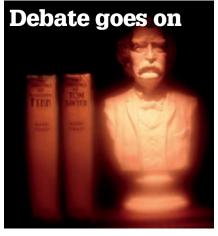
Don't be surprised if you see plenty of cost and service incentives aimed at making these programs work. "We are ready to compete for this kind of business," Donahoe told NPF attendees.

A couple of other USPS notes: My article said the postmaster general post is a presidential appointment. Although it once was, it no longer is. Also, I said first-class mail is a money loser for the Postal Service. Despite declining volumes, it remains profitable.

And, since we are setting the record straight, Donahoe's name is pronounced *Dun-a-hoo*, something you should know since it's clear we'll be hearing a lot more from him.



DIALOGUE letters



In response to the May Debate, "Should literary classics be sanitized?"

YES. To be able to revise the book with appropriate verbiage so schools can have it in class would be a good thing. I feel kids in school should have a chance to read this book and learn from it.

Eldora Soares Salas Las Vegas, Nevada

NO. Context should be taken into account. Rewriting history is an ignorant attempt to make us all into mindless and sanitized people. Please don't think for me.

Alison King Anchorage, Alaska

Member comments

More travel-safety tips

David Horowitz had some very good travel tips ["Safe travel advice," May 2011], and I thought your readers would like a few more.

I use one specific card with a \$500 to \$1,000 limit for shopping, which I then pay online each day to free it up for the next day.

Do not sign your credit/debit cards—print

"Check ID" in the space instead.

If you carry an RFID [Radio Frequency Identification] card (becoming increasingly popular with smartphone apps), get a data safe wallet to avoid street theft or go low-tech with the old tinfoil-in-a-wallet trick.

Karen Averil Applegate, Oregon

Camping is fun

I normally do not tear out articles from your magazine, but this current issue had such a great article on camping hints ("Taming the wild," May 2011), and making "Kick the Can" ice cream, that I just had to save the article. Thanks from an avid camper!

Maryanne Powers Bal Harbour, Florida

Semper Fi

The caption of the flag-raising on Iwo Jima ("Made in America," May 2011) is incorrect.

As the widow of a [United States Marine Corps] officer I am obligated to remind you that it depicts "Marines," not "soldiers."

Lorraine C. Pullin Hershey, Pennsylvania

According to records, the group of men raising the flag for this photo consisted of five Marines and one Navy corpsman. The iconic photo was taken by Joe Rosenthal.—Ed

Stuttering help

We applaud the May 2011 *Connection* article "Speech! Speech!," which talks about the award-wining movie *The King's Speech* and included an interview with actor Colin Firth.

The King's Speech has shined the spotlight on stuttering, which affects more than 3 million Americans.

Your readers should know that the Stuttering Foundation (www.StutteringHelp.org), the world's leading organization dedicated to helping those who stutter, provides information on the latest research, a worldwide

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Connection comments from www.facebook. com/Costco

"Thank you [Costco] for having supplies in Nashville this weekend! It was a long drive from Alabama, but worth it to get what we needed. It was nice to see some civilization during this epic disaster ... a little bit of comfort." Posted by Brenda Freeman

[Re: "Is college worth it?," April 2011 Debate] "I am sad to see a college education reduced by so many to how much money that degree will make you. College is, or should be, about education. If you're worried about a job, go to a trade school. Nobody can, or should, put a dollar sign on loving good literature or understanding the history of the world." Posted by Debbie Anderson

[Re: "Is college worth it?," April 2011 Debate] "Not even college can fix stupid." Posted by Robert Soule

resource list of specialists in stuttering, and videos and books compiled by leading authorities. Our materials are also available free in more than 8,500 public libraries.

Jane Fraser, president The Stuttering Foundation Memphis, Tennessee

More on Doc Talk

I wanted to write in about an update to ["Doc talk," April 2011] that was just released by the Federal Drug Administration. The shingles vaccine (Zostavax) is now [FDA] approved for people ages 50 to 59.

I am a nurse practitioner and encourage my patients to receive Zostavax. I was happy to see this as a topic in *The Connection*.

> Ann Clifton Detroit, Michigan

Have something to say?

Readers are encouraged to submit letters to our editors on any topic or issue covered in *The Connection*. Please include your full name and phone number or address. Send an email to *dialogue@costco.com*; or write to: Dialogue, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088; or fax to (425) 313-6718. The editors reserve the right to edit letters for publication.

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Tell us and you could win a \$100 Costco Cash card! Take a moment to complete our anonymous reader feedback survey by going to Costco.com and searching "Costco Connection Magazine." Click "Reader Survey" on the welcome page. Upon completion, you will have the option to enter the drawing. The April winner is Martha Williams of New Canaan, Connecticut.







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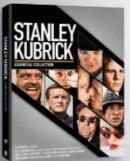
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Do it now

HOW OFTEN DURING the course of the day do you put off doing things-calling old friends, apologizing for errors made in judgment, following up on an idea? Usually, I am pretty good at such things.

About two weeks ago, a former associate from my show-biz days told me of a mutual friend who had worked with us and was dying from cancer. I immediately made a note to give him a call. Periodically, I would think of calling, but unfortunately I never did.

Today, I called and got his voice mail. I then called another friend who had worked with us, and during the course of our conversation he told me that our friend had died two days before. The news left me with an empty, sad feeling; I wished I had called. My call would not have saved his life, but maybe I could have made him laugh or just given him a good feeling. The call would have

given me a good memory, and the feeling of having done a good deed.

Never put off till later what you can do now. Do it now or it might be too late. Years ago, I heard W. Clement Stone, a legendary businessman and inspiration to many, talk about doing it now, whatever it may be. He said, with great feeling, "Do it now!"

You can never turn back the hands of time. Responding to life in the present will prevent regrets down the road of life. It means living your life with the feeling that each second is complete-no unfinished business. Peace of mind is never having to say, "I wish I had."

Years ago, my friend Bob Goodale shared a wonderful idea with me. He said, "I have no regrets about something I wish I had done or could have done, and I'm not necessarily ready to leave right now; however, if my time is up, my bags are packed."

How do you feel about your life? Are your bags packed? Do you have some unfinished business? Do it now! Live as if every breath is your last. It might be.

More in archives On Costco.com, enter Connection."At Online Edition, search "Wally Amos."

Five no-no's



THERE'S LITTLE question about the potential advantages a website offers for a small business. But having a poorly designed site can actually send customers away, advise Costco members Bobbye Brooks and Tonilee Adamson, the founders of Media4Women, based in San Diego. They offer this list of five things not to have on your website:

Excessive text that requires visitors to read the page. They recommend having more "white space" than text: People today have a bullet-point mentality, so use short tags that can be quickly seen and read.

Extensive pop-ups, flashing banners or videos that cannot be muted. Too much movement or sound can be distracting and annoying to visitors.

Fonts, graphics or styles that make your website look dated. Be careful of using clip art or cheap-looking graphics that diminish your professionalism. Look at other websites in your industry and get ideas for how to make yours look current, contemporary and relevant.

• Muted, dull colors. It is important to have an attractive, eye-pleasing website. Colors elicit emotion, and the right colors can be very effective in attracting and keeping visitors.

A home page that takes several seconds to open or requires too much scrolling.

For more tips from Brooks and Adamson, see their website at www.media 4women.com.

Tips for better negotiating and closing

"REGARDLESS OF how you feel about it, negotiation is an essential part of the sales process," claim sales consultants Tony Rutigliano, a Costco member, and Brian Brim in their book, Strengths Based Selling (Gallup Press, 2010). They offer these tips.

Know your customer's needs. If you continuously anticipate what your customers need next, you engage them in an ongoing conversation. Do this throughout the sales life cycle.

Rally your advocates. Cultivate advocates in the customer organization who will be your champions throughout the sales process. When it's time to close, they can speak for you during negotiations and give you the inside scoop on quirks or wrinkles that could make or break your sale.

Lead with your strengths. Use your natural

Role-play. Enlist the help of a colleague or supervisor and role-play through all the steps. You'll be grounded in every aspect of the deal, and will develop the approach that works best for you.

Prepare an answer for every objection. Don't get caught off guard with an unforeseen objection. Think through every possible scenario, and practice your answers until you can deliver them without sounding defensive or nervous.

Leave the door open for future business. Explore the client's needs, present and future. It's often more productive to hold off on closing and explore needs and potential partnerships. Move away from a transaction mind-set.

Know when to walk away. Sometimes there are deals that aren't worth closing. If a deal isn't



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Fraud for the ages

THE AGING POPULATION is a common target for fraudsters and scam artists. As people grow older, they are confronted with a slew of new medical and consumer needs. Meanwhile, hucksters promote false cures and magical remedies that do nothing more than separate seniors from their money.

Unfortunately, these fraudsters prey on hope. Unproven remedies promise false hope. Some cures appear to be painless or quick. At best, these treatments are worthless. At worst, they are dangerous.

Anti-aging medications

A magical pill that can halt the aging process simply does not exist. However, several products are touted as "magical solutions" to the aging process. Here is how to identify them:

- A claim that the seller's work or message is being suppressed by the scientific establishment
- Usage of phrases such as "scientific breakthrough," "exclusive product," "secret ingredient" or "active remedy"
- No mention of potential side effects, and claims that sound too good to be true
- Off-label uses that claim to be alternatives to traditional and U.S. Food and Drug Administration—approved uses of medications

Health insurance

Some companies target elderly people who are unable to get health insurance due to preexisting conditions. They offer coverage that promises more than it intends to deliver. If you are thinking about buying health insurance, find out if the company and agent are licensed in your state. Particularly beware of phony medical discount cards and fake medical insurance.

In scams involving phony medical discount cards, consumers are lured into buying "discount programs" that appear to offer full medical coverage and promise discounts on doctor's office visits, hospitalizations, dental work, prescription drugs, tests and medical procedures.

In scams involving fake medical insurance, con artists sell partial or comprehensive health insurance coverage and then pay little or nothing on consumers' claims.

Here are some warning signs that an offer is likely to be a scam:

You receive a persistent barrage of phone and email messages or see flyers offering incredibly lowpriced deals.

More in archives
On Costco.com, enter
"Connection." At Online Edition,
search "David Horowitz."

- You're pressured to sign up now because the deal won't last. The sales rep may even demand personal financial details before a "policy" can be issued.
- The salesperson claims to be working for a government agency or working on an officially sanctioned program.
- The terms of the insurance are just too good to be true.
- The salesperson says you must join an association or union to get the coverage you need. The organization may not even exist or may not be relevant to your interests, but the use of the name seems to make the deal more credible.

Check the Coalition Against Insurance Fraud's

watch list of health plans to avoid (www.insurance fraud.org). Get the website and phone number for any company you're thinking of doing business with. Investigate the company. Do not respond to plans offered through faxes from strangers, emails, telemarketers or door-to-door salespeople. Call your state's insurance depart-

ment to check the license of every company and insurance agent you deal with.



The Federal Trade Commission (www.ftc.gov) can help you spot fraud. The Food and Drug Administration (www.fda.gov) ensures the safety of prescription drugs, biological products, medical devices, food, cosmetics and radiation-emitting items. If you have questions about a product, talk to your doctor. Getting the facts about healthcare products can help protect you.

Other sources include Quackwatch (www.quack watch.org) and the National Institute on Aging, (www.nia. nih.gov).

Ask David **Horowitz**

MY WIFE and I are fighting a losing battle against [an insurance companyl for claim denial. Our next-door neighbor has a white alder tree that is causing extensive damage to our retaining wall and concrete driveway. [The insurance company] states that their client had no prior knowledge that the tree would cause this kind of damage, and therefore will not cover the damages. What kind of recourse do I have?

> Don Alta Loma, California

THE FIRST THING you should do is contact the state department of agriculture, as they may

force your neighbor to cut down the tree. If that doesn't work, have your insurance company go after [the other insurance company] for the amount of the claim. Since you have homeowner's insurance, you are paying for them to fight this battle, so demand that they do. This will give you the leverage you need. Good luck, and do not give up this fight.

AMY CANTRELL

David Horowitz is a leading consumer advocate (*www.fightback.com*). He is a frequent guest on radio and television stations. Consult your local listings for dates and times.

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Tablet talk

The pros and cons of these new devices

By Marc Saltzman

IT'S ONE OF THE HOTTEST segments in the technology world: tablet computers.

Usually referred to as simply "tablets," these ultra-thin, lightweight and wireless devices let you perform a number of tasks—such as surfing the Web, reading email, playing games or watching a movie—but rather than requiring a mouse and keyboard, they allow you to tap or drag your fingertips on a 7- to 10-inch touch-screen.

Tablets resemble an electronic book reader, and yes, they can be used to download and read e-books and magazines, but they can do much more. Once you use one—be it in the kitchen as a digital cookbook, on the couch while you curl up with a movie or on a long plane ride as you solve a digital crossword puzzle—it can be very tough to put down.

So it's no wonder tablets are poised for explosive growth this year and next—and there are many different tablets to choose from. They're not quite a PC replacement, mind you, so here's a quick look at where tablets excel and where they don't quite compete with conventional computers.

The advantages: size and apps

Using your fingertips to swipe through websites, tap through games or pinch and zoom in on photos feels incredibly natural and intuitive. There's nothing between you and the touch-screen tablet.

Unlike computers, tablets require no waiting time to boot up. Tablets go into a sleep mode when unused for a few minutes, but they wake up the moment you press the power button. This is incredibly handy when you're out and about. Compare this to a laptop or desktop, which can take a while to load the operating system and programs.

While battery life is (finally) getting better with laptop computers, they don't hold a candle to tablets. Depending on the model, tablets can last about 10 hours on a single charge, which is about three to four times longer than some laptop batteries. Many tablets can charge up when plugged into a computer's USB port.

Software is also super simple to download and use. Using a Wi-Fi connection (or, in some cases, cellular connectivity), most tablets will let you download thousands of applications ("apps") from an online store. Apps are programs that customize what your tablet does. There is no complicated

The Costco Connection

Costco sells a variety of tablet computers from leading manufacturers in the warehouses and online at Costco.com. All computer purchases come with free technical support from Costco Concierge Services.

installation process required: Simply tap on what you want to download and the app will appear as an icon.

And finally, because tablets are ultra-thin and lightweight (a pound or so), they're perfect for toting around—and they make ideal travel companions, too. No, you can't fit the larger models in a jacket pocket or clutch purse, but they are certainly a more comfortable alternative to lugging around a 6-pound laptop in a bulky shoulder bag.

The cons: not quite your PC

While tablets are a portable and personal way to interact with your digital life, they don't quite replace your computer.

For one, tablets don't have a physical keyboard, therefore they're not as conducive for a lot of typing. Sure, you can often pick up a keyboard docking station for a tablet when you're in one place for a while, but using the "virtual" keyboard means you won't likely be as accurate or fast as with a traditional computer. Tablets are more ideal for consuming media than for creating content.

Second, it can be a bit tricky getting your information on and off a tablet. Some of these devices don't have a memory card slot or USB port; therefore you can't easily access or copy files. In other words, if a friend gives you a thumb drive with photos on it, you could insert that into your laptop but not a tablet. To get data on and off a tablet, you'd need to connect it to a computer, email it or upload it to a cloud computing service.

Finally, computer screens come in a number of sizes, from a 10-inch netbook to a 27-inch desktop monitor. Some users prefer more real estate. Laptops and desktops also have an optical drive to install CD-ROM software or play (or record to) DVDs.

In short, tablets borrow from the best of your smartphone and your computer, but they don't really replace either. They're wonderfully appealing devices that are difficult to put down. But it's important to be aware of what they can and cannot do—before you buy.

More in archives
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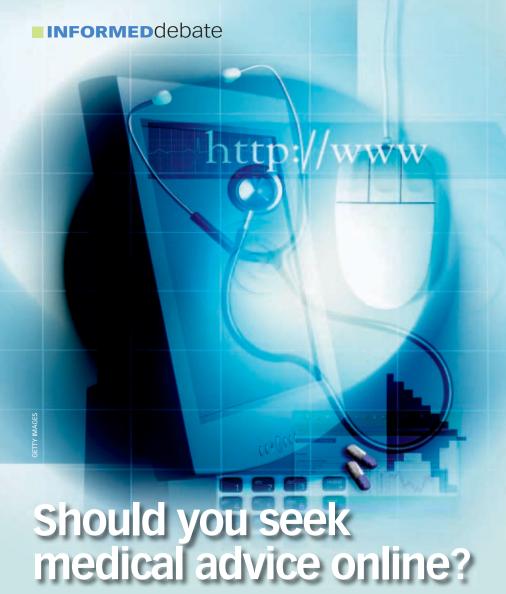


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will answer selected questions in this column. We
regret that unpublished
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answered individually.

Marc Saltzman, a leading high-tech reporter, contributes to more than three dozen prominent publications, appears on radio and TV, and is the author of 14 books.



MANY AMERICANS LOOK UP health information online. Various online sources range from articles in medical journals and doctor or hospital websites to patient-led networking sites where people with the same condition can share personal experiences.

Supporters of this trend say that online medical information is helpful and increasingly accurate. Thanks to the Internet, they observe, patients are more empowered when they enter the healthcare system and are better able to manage their healthcare.

Critics argue that online health information is complex and often biased or inaccurate. It's easy for laypeople to jump on this information, misdiagnose themselves and worry needlessly, they say.

What do you think?



Find out more about this topic on the Web:

- www.nytimes.com/2011/02/06/magazine/06FOB-Medium-t.html?_r=1
- www.nia.nih.gov/healthinformation/publications/onlinehealth.htm
- http://en.wikipedia.org/wiki/Online_health_communities
- http://ezinearticles.com/?Online-Health-Information---Should-You-Trust-It?&id=5216513

YES

from members:

Todd Nashiwa Portland, OR



If it's minor, yes. Seeing a doctor can be expensive and time consuming, if you can even be seen that soon.

Ron Boyd Highland, MI



The more we understand, the better we can communicate with our doctors.

Lillie Davis Houston, TX



Some problems can be handled by just going to the drugstore and getting over-the-counter medicine.

NO

from members:

Tara Leverett Albuquerque, NM



Many Americans don't understand what they are reading, even from a reliable source. This tends to cause more

worry than necessary.

Robert F. Malison, M.D. Caldwell, ID



I Googled a medical problem. The advice I got seemed strange. At the end of the reference, I learned it was

from a book dated 1910.

Mary Jo Foreman Toledo, OH



I do not trust everything that is on the Internet. I would rather consult a professional face-to-face with my medical concerns.

from an expert in the field:



Dave deBronkart serves as volunteer co-chair of the Society for Participatory Medicine (http://e-patients.net) and is the author of Laugh, Sing, and Eat Like a Pig (Changing Outlook, 2010).

IT'S BEEN SAID that 70 to 80 percent of healthcare is self-care. But when healthcare turns to medical care—when disease arrives—it requires information most of us don't have. Today, ordinary people can find information online that they could never reach before. So smart Web users are increasingly becoming e-patients: empowered, engaged, equipped and enabled.

I'd never heard of e-patients when I was diagnosed with kidney cancer, but I was one: I used the Internet in every way possible to help my case, in partnership with my doctors. How did they react? They appreciated it. My primary physician even suggested I join a patient community on the Association of Cancer Online Resources website (www.acor.org).

Recent reports from Susannah Fox at the Pew Research Center's Internet & American Life Project say that 80 percent of online adults (61 percent of Americans) turn to the Web for health advice and information, and one in four chronic-disease patients go online to find others like themselves. It makes sense: We go online to learn about far less important things, so it's natural to do so when a family member's health is at stake.

Clearly, people are learning to find what they need online. The problem is, how do you filter the gold from the garbage?

Answer: Turn to professionals. (Pew says the most trusted resource for reliable health info is the professional.) This suggests that "paging Dr. Google" doesn't replace professionals, it supplements them.

The January 12, 2011, issue of *Time* magazine gives a great example: Dr. Zachary Meisel wrote of a patient with a rash, whose Internet printouts helped him reach the correct diagnosis sooner. Yes, a patient helped her doctor.

Beware, though: Not everyone online is trustworthy; some anti-vaccine bloggers persist in their beliefs, even though all the anti-vaccine research has been refuted as fraudulent by almost everyone involved.

So yes, feel free to research your family's health—after all, whose health is it? Just be smart about it, the same as with anything you do online. Inform yourself, think and verify: Never trust just one type of source.

from an expert in the field:



Judy Segal is professor of English at the University of British Columbia, and author of *Health and the Rhetoric of Medicine* (Southern Illinois University Press, 2005).

INFORMED PATIENTS CAN help improve a healthcare system that many agree has placed too much power in the hands of physicians. But we must use Internet sources for health information judiciously—and defensively.

The Internet user's first responsibility is to learn which websites are the most trustworthy. Sometimes the answer is obvious: The Mayo Clinic site will give

you more reliable, evidence-based information about the flu than the blogs of flu sufferers trying out novel treatments. But the reliability question does not always have an obvious answer. Some patientbased websites (e.g., PatientsLikeMe.com) are excellent sources of information about the experiences of patients with complex medical conditions.

Meanwhile, some sites that at first seem to be simply informative are advancing the agenda of a commercial enterprise. For example, Depression.com, despite its innocent-sounding domain name, is anything but innocent. A few clicks will take you to a description of depression as a neurochemical disorder that might respond well to medication. The makers of the antidepressants Paxil and Wellbutrin sponsor the site.

Source reliability isn't the only thing that Web users have to be careful about. Some symptom checkers (WebMD.com) are often more alarming than empowering; online consultations with unknown "experts" (JustAnswer.com) can lengthen, rather than shorten, the process of finding answers to medical questions. And the fact is that even good information isn't helpful if you don't know how to interpret it or how to use it for good decision-making. A study done for Microsoft in 2008 demonstrated that online health-information seekers tend to "catastrophize": A person Googling "headache" is more likely to follow links to "brain tumor" than to "sinus infection."

We should be informed about health maintenance and illness prevention, and we should learn as much as we can about our own chronic conditions. There is little advantage, though, in terrifying ourselves with rushed self-diagnoses of dread diseases. Internet health is here to stay. Some doctors already hand patients lists of URLs in reply to stacks of printouts. For now, it's best to avoid what happens when patient blogs, sponsored sites, symptom checkers and disembodied advisers conspire with our imaginations to produce "cyberchondria."

MAY DEBATE RESULTS: Should literary classics be sanitized?



Percentage reflects votes received by May 16, 2011.

APRIL DEBATE RESULTS:

Is college worth it?

YES: 66% NO: 34%

Percentage reflects votes received by April 30, 2011. Results may reflect Debate being picked up by blogs.





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(inter` net` tivitè): the state of always being connected via TV



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Tips for dealing with slow-paying customers

By Don Sadler

TYPICALLY, SMALL BUSINESSES lead the way out of recession, says Jeffrey Leonard, the CEO of the Global Environment Fund near Washington, D.C., in a *Washington Monthly* article. But this time that's not happening, and Leonard believes one of the main reasons has to do with restrictions in small-business cash flow.

"Many large companies today have simply announced that as a matter of policy they will be paying their bills late—sometimes as much as four months late," Leonard notes. "This in effect forces small businesses, which really are hurting, to make free loans to big businesses instead of being able to use their working capital."

Experts say small-business owners can respond with a variety of steps, beginning with examining cash-flow options.

Optimizing cash flow

In this environment, it's more important than ever that small businesses manage their cash flow as efficiently as possible, says John Barrickman, a Costco member and the president of New Horizons Financial Group, a consulting group for the financial services industry headquartered in East Point, Georgia. "Owners should concentrate on boosting cash flow by improving operating efficiency and cash-management practices."

The first step Barrickman recommends to small-business owners is to determine the total amount of their uncollected accounts receivable: "This represents a large lake in which huge amounts of cash can be trapped."

The next step is to examine processes for managing cash.

"Can you use bank tools like lockbox, remote capture and electronic payments to process receipts and collect receivables faster?" Barrickman asks. "Banks offer a broad range of treasury management tools that small businesses can use to increase their available cash."

Also take a close look at the flip side: your accounts payable. Lisa Aldisert, the president of Pharos Alliance Inc., a New York City management consulting firm, encourages clients to revamp their payables procedures in order to hold on to cash longer.

"Stretch your payables as long as possible without hurting your vendors, unless you're offered a discount for prompt payment," says Aldisert. "Take full advantage of your 30 days to pay if those are the agreed-upon terms. But don't be late; you want to maintain excellent trade credit."

If one or two large customers have slowed down their payments, this makes it more important to sharply focus collection efforts on your other customers, Barrickman adds.

Factoring resources

- International Factoring Association (www.factoring.org): This website includes a Factor Search page to help you locate an IFA member that matches your criteria.
- American Factoring Association (www.americanfactoring.org): AFA educates the public and policymakers on the availability of working capital for America's small businesses.
- Commercial Finance Association (www.cfa.com): Since 1944, the CFA has promoted the sound development of asset-based financial services including factoring; it publishes *The Secured Lender* magazine.

"Does it make sense to hire a part-time employee to call customers and encourage prompt payment? For that matter, can you justify spending 30 minutes a day calling slow-paying customers?"

While doing business with a large corporation can provide a significant sales boost, Barrickman says owners must assess the overall profitability of these sales in light of the potential impact on cash flow: "You've got to make a business decision about whether or not you can afford to carry the receivables."

Factoring as an option

One option that many cash-starved small businesses are considering to help ease the cash-flow crunch is an alternative financing vehicle known as factoring.

"Factoring is a creative financing solution for businesses that don't qualify for traditional bank loans but need a financial boost to help manage their cash-flow cycle," says Tracy Eden, a Costco member and the national marketing director for the Commercial Finance Group, which provides factoring and asset-based lending services to small and mid-size businesses in the U.S. and Canada.

With factoring, businesses sell their outstanding accounts receivable to a commercial finance company (or factor) at a discount. "Instead of waiting up to 90 days or longer to get paid, the business receives most of the cash—typically 70 to 90 percent of the receivable—when the invoice is generated," says Eden. It receives the balance, less the discount, when the factor collects the invoice.

Eden explains, "The improved cash flow derived from factoring benefits a company's relationships with vendors, enables additional growth and helps ease the demands on payroll."

Don Sadler is an Atlanta-based freelance writer who specializes in small business.

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The benefits and drawbacks of tweeting, blogging and surfing on the job

the other hand, social networking can have drawbacks, particularly when it comes to posts and information that can harm a company's reputation.

One thing is certain: Social networking is popular and here to stay. Given its potential benefits and downfalls, small businesses are wise to adopt a policy regarding social networking.

The benefits

Diversions such as watching a funny YouTube video provide necessary minibreaks that improve concentration and productivity, points out a 2010 study 'Workplace Internet Leisure Browsing.' According to its author, Costco member

Brent Coker, workers who social surf

up to 20 percent of their total workweek actually experience a 12 percent productivity surge. He surveyed 268 office workers, from professionals to support staff.

Using a mathematical model, Coker analyzed social surfing frequency and its effect on perfor-

mance. "Short, unobtrusive breaks between cognitively challenging tasks allows the mind to reset itself, leading to a higher total net concentration," he reports. Also, networking heightens a sense of autonomy, which Coker and other researchers find key to increasing motivation, persistence and creativity.

On a practical level, these researchers found that mining social networks online can lead to the discovery of knowledge helpful to company growth.

Another survey found a liberal social networking policy to be a helpful tool in retain-

ing talented employees. Not only does allowing employees Internet access boost trust, but it also assists in talent retention, say 83 percent of bosses and workers interviewed in a 2010 Deloitte survey. "Nearly half of employed Americans who plan to look for a new job cite a loss of trust in their employer as a result of how business and operational decisions were handled," reports Deloitte.

Costco member Mike Glock, a partner at Diversified Consulting, a Nevada engineering firm, agrees: "When I give my people a deadline and they meet it, I don't care how they use their downtime. This management philosophy makes them more loyal and dedicated."

Social networks also offer a quick way for people to answer questions at work. "A colleague was having Internet problems and tweeted to ask if anyone else was," says Costco member Jim McClenahan, director of the University of Nevada, Reno's management and executive programs. "Within minutes 'Dan' from a multinational Internet company responded to solve the problem. My friend blogged about his great experience, and the company gained more customers."

The drawbacks

Opening up portals of instant communication to the world can also have serious drawbacks for businesses. What about damage to a company's confidentiality or reputation if employees post rumors, leak trade secrets or bully colleagues? Virgin Atlantic fired 13 flight attendants for criticizing airline safety standards and name-calling passengers. Pro football player Antonio Cromartie was fined \$2,500 for breeching NFL rules by tweeting that the poor food served to players was linked to poor performance.

Seventy-four percent of employed Americans say damaging a brand's reputation like this is easy, reports Deloitte's 2009 "Ethics & Workplace" survey on social networking and reputational risk in the workplace.

CONTINUED ON PAGE 24

allowing social networking in the office—and even incorporating it in a company's operations—can increase worker productivity. On

On the one hand, research confirms that

MENTION FACEBOOK, Twitter and

Bebo being used in the office and a picture

forms of young professionals hanging out in

Frances Pennell-Buck, a UK business consul-

tant and Costco member. "Use of social media

is essential to team building, well-being and a

sense of collective purpose, especially in

smaller companies where staff may be iso-

Not necessarily, say experts such as

STEVEN LAIT

By Sheila Sobell

cyberspace wasting time.

lated at different sites."

tweet/

CONTINUED FROM PAGE 23

From a commonsense perspective, sometimes distracted employees can precipitate major health and safety issues.

"A forklift operator was twittering on his cell instead of concentrating on driving, and almost caused a serious accident!" says Wayne Hoover, a Chicago international business consultant. He insists networking should be banned in fields such as construction, manufacturing and transportation, especially as courts are imposing heavy fines when distracted employees cause fatal accidents.

Legal boundaries

Legal questions can arise when it comes to the question of what employers can monitor in terms of what their employees are doing online. In some cases, common sense prevails: A company could, for example, draft a policy prohibiting Web surfing or texting while operating heavy machinery. And rules could prohibit employees from spending inordinate amounts of time surfing the Web.

But other cases are more complex. For example, if an employee is suspected of wrong-doing, is he or she accessing social networks

through the company server or through his or her own password-protected account? What can, and what can't, a boss review? A smart approach would be to get legal advice on any policy your company might draft—to ensure the policy is not only legally sound, but clearly presented to employees.

In the end, companies that don't examine social networking as a business tool might be left behind.

"Only a [short time] ago, the Internet was considered primarily for geeks and students, but now it's become an acceptable communication medium," says Pennell-Buck, the UK business consultant. "Companies banning access will not only look like dinosaurs, but might lose out on attracting certain types of employees, while alienating potential customers and suppliers. Better to accept it's here to stay and put in guidelines that set the corporate and social etiquette boundaries than to pretend it will go away."

Reno, Nevada-freelancer Sheila Sobell is an award-winning journalist and author of three consumer health books.

Setting up your corporate policy

To promote constructive use of social networking, business leaders suggest that you:

- Reward employees who use social networking to enhance effectiveness.
- Acknowledge creative social surfers by designating them as mentors.
- Thoroughly train employees on correct use of technology.
- Urge company-wide participation in developing and enforcing social networking guidelines.

What should a good policy say? According to experts, it should:

- Clarify that you're monitoring online activity during work hours, and reserve the right to do so outside work as it applies to the job.
- Prohibit the publishing of disparaging comments about employers or coworkers, and the bullying of colleagues.
- Bar employees from identifying employers or customers and disclosing confidential information.
- Include a provision that breaching policy could lead to disciplinary action and dismissal.—SS





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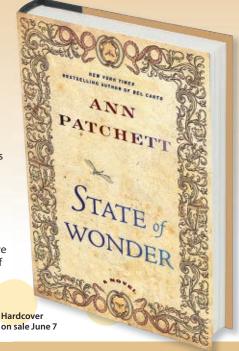
FROM THE BELOVED AUTHOR OF BEL CANTO

Award-winning author Ann Patchett returns with a

provocative novel about science and sacrifice. After an emergency delivery goes wrong, Marina Singh gives up her career as a doctor for the safe world of a researcher in a pharmaceutical company. But when a colleague is killed in the field, Marina is sent to the not-sosafe world of the Amazon rain forest.

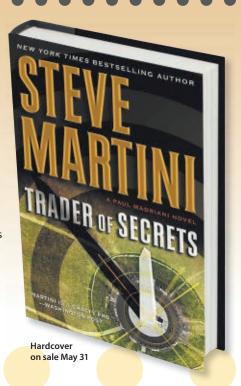
State of Wonder

(Harper) is an adventure story about the choices we make in the name of love and discovery.



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In Steve Martini's latest actionpacked legal thriller, charismatic defense attorney Paul Madriani is hot on the trail of a band of crafty, underhanded criminals who are out to get their hands on state-of-the-art weaponry. This time, the future of the country is at stake in Trader of Secrets (William Morrow).

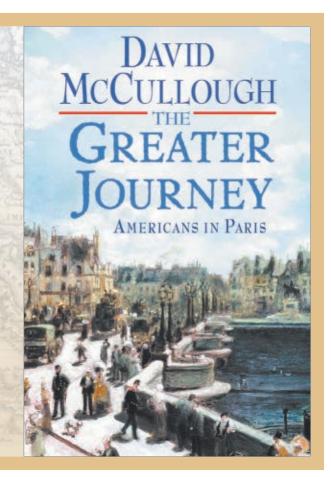


FROM TWO-TIME PULITZER PRIZE WINNER AND TWO-TIME NATIONAL BOOK AWARD WINNER DAVID McCULLOUGH

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As David McCullough writes, "Not all pioneers went west." More American history has happened in France than in any other country outside the U.S. **The Greater Journey** (Simon & Schuster) is the powerful story of the men and women whose achievements in the face of adversity made history.

Hardcover on sale May 24





By Dave Carty

A FEW YEARS AGO, with representatives from the *Guinness Book of World Records* looking on, Wheat Montana Farms broke the world record for processing wheat into bread.

"We took wheat standing in the field, harvested it, milled it and baked it into a baker's dozen [13] loaves," company CEO Dean Folkvord says. "It was a blast—and it was all live on the *Today* show." The time, clocked at eight minutes and 24 seconds, easily established a new world record.

That kind of efficiency wouldn't have been possible without the company's next-

door proximity to its primary supplier, its own farm.

"We have a unique business model, being able to actually grow the wheat and then haul it less than five miles to a facility where we can clean the wheat, process it into flour and bake it, all under one roof," Folkvord explains. "We can sell the bread

the very next day. It's the ultimate in efficiency, sustainability and not wasting resources."

But 29 years ago, the farm proper, from which the company Wheat Montana Farms grew, was barely making it.

Then, in 1982, Dean, with a newly minted degree in agricultural business from Montana State University, had an idea. What about notill farming on the family's acreage? The method, not widely practiced at the time, did away with soil-disturbing tillage, increasing the land's ability to hold water and survive weather erosion, and potentially saving money in the bargain. His father, Dale, agreed to give it a try, and things started clicking. Before long, yields increased, and the farm

gained a reputation for growing wholesome, natural grains.

The experience whetted Dean Folkvord's appetite for more. Why not partner with one of the bakeries in town?

Making bread

"That experience introduced us to this guy who had a little bakery down in Bozeman, so we hired him to bake bread," Folkvord says. "Then our bagel business started taking off." Three years after the initial partnership, they bought the baker out.

Before long, the Folkvords knew they were going to have to expand. In a stroke of luck, some farmland near a windswept intersection of two highways near Three Forks, Montana, came up for sale. The Folkvords took a deep breath and,



One of Wheat Montana Farms' deli locations.

not long afterward, a 43,000-square-foot bakery and grain-processing facility was under construction. That's when Folkvord floated the idea of including a deli where they would sell their breads, flours and grains, as well as prepared foods.

The idea was not a hit with the family. The location was hardly pedestrian friendly—it was hot and windy in the summer, and cold and windy in the winter.

"We argued amongst the family about the deli," Folkvord recalls. "We finally cut the planned office space in half—my dad didn't want anybody down there sitting on his butt doing nothing—and opened the deli."

Against all odds, the deli was a winner. "It was one of those fluky deals where we made

enough money at the deli that it was bankrolling the whole operation," Folkvord says.

On the rise

Today, Wheat Montana Farms has four franchise delis and a thriving business in high-quality, sustainably grown grains, milled flours and baked goods, such as breads, rolls and bagels (these items are available at Montana Costco locations and people can order online from their website).

Folkvord is the company CEO (father Dale has since passed away), wife Hope does the books and his daughters handle product demonstrations.

And despite the diversity of its operations, Wheat Montana is a remarkably integrated, smoothly run family business.

Folkvord says, "We've always tried to grow the company every year, somehow, some way."

Writer Dave Carty, www.montanadave carty.com, is a Costco member.

member Drofile

Member: Wheat Montana Farms

Owner: Dean Folkvord

Number of employees: 100 plus Member at: Bozeman, Montana Products: Baked goods, flours, grains

Contact: 10778 Hwy. 287 Three Forks, Montana 59752 (406) 285-3614; 1-800-535-2798; *info@wheatmontana.com*

Website: www.wheatmontana.com

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–Dean Folkvord



Bloody Mary

By Guy Fieri

This dish is a true big bold beef with a tomato, horseradish and pepper kick. The meat pairs well with anything you want to roast on the grill—potato, veggies or crispy French bread. The key point is to grill to medium rare and slice thin on the bias.

1 cup vegetable juice

½ cup vodka

- 1 teaspoon fine sea salt, plus more for seasoning
- 1 teaspoon freshly ground black pepper, plus more for seasoning
- 1 teaspoon hot sauce
- 1 tablespoon fresh lemon juice
- 1 tablespoon Worcestershire sauce
- 2 garlic cloves, crushed
- 1 teaspoon onion powder
- 1 teaspoon ground celery seed
- 1 tablespoon prepared horseradish
- 1/4 cup olive oil
- 1 pound flank steak
- Small celery stalks and leaves, and grilled tomatoes, for garnish (optional)

Flank Steak

In a large bowl, thoroughly mix all the ingredients except the flank steak and the garnish. Pour half of the marinade into a resealable 1-gallon plastic bag and add the flank steak. Marinate in the refrigerator for at least 8 and up to 24 hours.

Pour the remaining marinade into a saucepan over medium-high heat and simmer until it is reduced by half, 10 to 15 minutes. Season to taste.

Preheat a grill to high or heat a skillet over high heat. Remove the flank steak from the marinade and wipe off the excess liquid with paper towels. (Discard the meat's marinade.) Grill or pan-sear both sides of the steak, then lower the heat to medium and cook to medium rare (135 F), 8 to 10 minutes.

Let the flank steak rest, covered with foil, for 5 to 10 minutes. Cut the steak on the bias across the grain and serve with the reduced marinade. If desired, garnish with celery and tomatoes. Makes 4 to 8 servings.

Recipe courtesy of *Guy Fieri Food:* Cookin' It, Livin' It, Lovin' It (William Morrow Cookbook, 2011).





Wild Thing Avocado and Crab Salad Cakes



By Tom Douglas

Finish these cakes by topping with mayonnaise seasoned with Sriracha hot sauce and lemon juice, and a spoonful of tobiko (flying fish roe), salmon roe or other caviar.

6 tablespoons heavy cream

1 tablespoon whole-grain mustard

1/2 pound fresh Dungeness crabmeat, drained and picked clean

Salt and pepper to taste

3 ripe avocados

Spicy mayonnaise for garnish

Caviar, for garnish

Whip the cream to soft mounds. Stir in the mustard, then fold in the crab and season to taste with salt and pepper.

Peel and pit the avocados, and cut crosswise into ½-inch-thick slices.

Set out 4 small plates and place a ring mold (see note) in the center of each plate. Arrange enough avocado slices in the ring molds to completely cover the bottoms of the molds with the curved sides of the avocado facing out. You should have at least half of the avocado slices left.

Divide the crab salad among the 4 ring molds, smoothing the tops. Arrange as many of the remaining avocado slices as needed to cover the crab salad in the ring molds. Remove the molds by gently lifting them straight up. Garnish with spicy mayo and caviar, and serve immediately. Makes 4 servings.

Note: You'll need 4 molds that are about 2½ inches in diameter and 3 inches deep. Eightounce tomato sauce cans work perfectly.

Recipe from Tom Douglas's Seatown Seabar & Rotisserie in Seattle.

More recipes on page 30



By Connie Guttersen

This is a beautiful dish and a great way to use the many different seasonal varieties of tomatoes and squash. This recipe tastes even better the next day.

- 6 ounces zucchini, sliced 1/4 inch thick on a long bias
- 6 ounces yellow squash, sliced 1/8 inch thick on a long bias
- 2 scallions, chopped
- 1½ teaspoons minced garlic
- 1½ teaspoons chopped oregano
- 2 ounces feta cheese, crumbled
- 12 ounces tomatoes, cut in half, then sliced 1/4 inch thick crosswise
- 2 teaspoons extra virgin olive oil Salt and pepper to taste

My Cobb Salad: Iceberg, Tomato, Avocado, Bacon and Blue Cheese

By Patricia Wells

With the crunch of the iceberg and onions, the soft richness of the avocado, the saltiness of the bacon, the sweetness of the tomato, and the bite of the blue cheese, this salad has it all!

2½ ounces smoked bacon, rind removed, cut into matchsticks (34 cup)

- 1 head iceberg lettuce, chopped (4 cups)
- 2 ripe heirloom tomatoes, cored, peeled seeded and chopped
- 1 large ripe avocado, halved, pitted, peeled and cubed
- 4 ounces chilled blue cheese (preferably Roquefort), crumbled (1 cup)
- 4 small spring onions or scallions, white part only, trimmed, peeled and cut into thin rounds Coarse, freshly ground black pepper

YOGURT AND LEMON DRESSING

½ cup plain low-fat yogurt

2 tablespoons freshly squeezed lemon juice

1/4 teaspoon fine sea salt

In a large, dry skillet, brown the bacon over moderate heat until crisp and golden, about 5 minutes. With a slotted spoon, transfer the bacon to several layers of paper towels to absorb the fat. Blot the top of the bacon with several layers of paper towels to absorb any additional fat. Set aside.

To make the dressing, combine all ingredients in a small jar with a lid and shake to blend. Taste for seasoning. (The dressing can be used immediately, or stored in the refrigerator for up to 1 week. Shake to blend again before using.)

In a large, shallow bowl, combine the bacon, lettuce, tomatoes, avocado, blue cheese and spring onions. Toss with just enough dressing to lightly and evenly coat the ingredients. Season generously with pepper, and serve. Makes 4 servings.

Recipe courtesy of Salad as a Meal by Patricia Wells (William Morrow, 2011). All rights reserved.



and Feta Gratin

Preheat oven to 400 F. Lightly oil a 6-inchdiameter ovenproof sauté pan.

Toss zucchini with salt and pepper. Toss yellow squash with salt and pepper. In a bowl, mix the scallions, garlic, oregano and feta cheese.

Lay zucchini slices in the pan, slightly overlapping them like shingles. Sprinkle with salt and pepper. Top with a layer of tomatoes, slightly overlapping them like shingles. Sprinkle with ½ of the scallion mixture. Top with a layer of yellow squash, then another layer of tomatoes; sprinkle layers with salt and pepper. Top with remaining scallion mixture. Drizzle with extra virgin olive oil.

Place sauté pan on a sheet pan in the oven. Bake for 30 minutes or until the vegetables are tender and the top is slightly browned. Allow to sit for 10 minutes. Cut into wedges and serve. Makes 4 servings.

Recipe courtesy of The New Sonoma Cookbook by Connie Guttersen (Sterling Publishing Co., Inc., September 2011). All rights reserved.



Nectarine and **Almond Crisp**

By Barbara Fairchild

I love this recipe because the ingredients speak of summer and it's so versatile: You can use peaches or apricots instead of nectarines if those are available. This recipe can fit almost any occasion—weeknight dinner, summer barbecue party, casual Saturday night, Sunday brunch or lunch. I like to serve it with a little vanilla ice cream.

34 cup unbleached all-purpose flour

1/4 cup (packed) golden brown sugar

34 teaspoon ground cardamom

1/2 teaspoon ground ginger

1/4 teaspoon salt

2 ounces almond paste (about 1/3 cup), crumbled

6 tablespoons (34 stick) chilled unsalted butter, cut into 1/2-inch cubes

1½ cups sliced almonds

FILLING

2½ to 2¾ pounds nectarines, halved, pitted, each half cut into 4 wedges (about 8 cups)

1/2 cup apricot preserves

1/4 cup (packed) golden brown sugar

1 tablespoon unbleached all-purpose flour

1/2 teaspoon ground cardamom

1/2 teaspoon ground ginger

To make the topping, blend the flour, brown sugar, cardamom, ginger and salt in a food processor. Add almond paste and process until fine crumbs form. Add butter; using on/off turns, process until moist clumps form. Transfer to medium bowl. Mix in almonds.

To make the filling, preheat oven to 400 F. Butter an 11 x 7 x 2-inch ovenproof glass baking dish or deep-dish pie dish. Toss nectarines, apricot preserves, brown sugar, flour, cardamom and ginger in a large bowl until nectarines are coated.

Transfer the nectarine filling to the prepared dish; sprinkle topping over. Bake until topping is golden, nectarines are tender and juices are bubbling around edges, about 40 minutes. Cool at least 20 minutes before serving. Serve crisp warm or at room temperature. Makes 8 servings.

Recipe courtesy of Bon Appétit Desserts by Barbara Fairchild (Andrews McMeel Publishing, 2010). All rights reserved.

More recipes on page 32





Watermelon **Mojitos**

By Ina Garten

In the summer, when watermelons are sweet, this recipe makes a big pitcher of mojitos, a refreshing drink with crushed mint and freshly squeezed lime juice.

- 30 large fresh mint leaves, coarsely torn
- 3 or 4 thick slices of fresh watermelon 12 ounces light rum
- 1/2 cup simple syrup (see note)
- 6 tablespoons freshly squeezed lime juice
- Mint sprigs and watermelon spears, for garnish

Use a mortar and pestle to mash the mint leaves. Remove and discard the rind and seeds of the watermelon. Put the watermelon into a food processor fitted with a steel blade and purée.

Put the mashed mint into a large pitcher with 2 cups of puréed watermelon, the rum, simple syrup and lime juice, and stir to combine. Pour the mixture into a pitcher for serving.

Place ice cubes in 6 glasses and pour the mojito mixture into the glasses. Garnish with fresh mint sprigs and watermelon spears. Serve ice cold. Makes 6 drinks.

Note: To make simple syrup, put 1 cup sugar and 1 cup water in a small pan and simmer until the sugar dissolves. Chill.

Recipe courtesy of Barefoot Contessa How Easy Is That? (Clarkson Potter, 2010). All rights reserved.

Grilling tips from a master

WE ASKED COSTCO MEMBER Jamie Purviance, author of Weber's Way to Grill and several companion books, for his top grilling tips for summer. Here are the techniques that separate the masters from the masses.

Getting the grill going. Preheat the grill, with the lid closed, on high for about 15 minutes until it reaches about 500 degrees. That way, the grate is hot enough so you can easily clean it, and it will sear the food properly. And check: Do you have enough fuel to do what you want to do? Whether you're talking about charcoal or gas, you don't want to run out halfway through the cooking time.

Prepping the food, part 1. Have all your food prepped, ready to grill and within arm's reach before you start. It's a problem to run back in the kitchen and peel shrimp or purée herbs and so on. You don't want to leave your post.

Prepping the food, part 2. Let steak stand at room temperature for 15 to 30 minutes to take the chill off. A very cold steak right out of the fridge will take longer to cook, and the longer it cooks the higher the chances of burning it or drying it out.

Choosing the right method. Use direct heat for small, tender pieces of food that will cook within 15 minutes—fish fillets,

steaks, boneless chicken, vegetables and hamburgers. Use indirect heat for larger, tougher pieces that usually require much longer cooking times—beef roast, whole chicken, spareribs or baby back ribs. Use



Jamie Purviance

both for some meats, such as bone-in chicken pieces or thick steaks: Start them over direct heat to brown, then finish over indirect heat

Things not to do. Don't overcrowd the grill—leave enough

room to move things around. Don't open the lid too often: It slows the cooking time, which can dry out or burn some items; leads to a greater chance of flareups: and lets all that flavor-infusing smoke drift off into the neighbor's backyard. And don't poke, turn or fiddle with the food too soon just to keep busy.

The beauty of browning. Browning or caramelizing food creates hundreds of new flavor compounds, adding more complexity and flavor. It also creates a textural difference between the outside and inside of the food. So learn to brown, not burn.

Try different seasonings. Seasonings give food personality and reflect a recipe's ethnic background. Using a spice rub with four to six ingredients is the fastest way to add flavor. Cumin is one of most ver-

satile, salt and pepper are essentials, and try some sort of chili spice in a mix, either a spicy one like cayenne or more mild like smoked paprika.

When is it done? Following a good recipe should get you pretty close. But to confirm it, poke the top of the meat with your finger. As meat cooks, it gets firmer.

> Otherwise, rely on a meat thermometer, inserted in the center of the meat. A last option: Cut into the meat and take a look. You can throw on an extra steak to use as a tester.

The Costco Connection

You can find all your summer cooking needs at Costco, from fresh foods to grills. For more recipes, see The Costco Way cookbooks at Costco.com; click on "Costco Connection Magazine" and go to "Recipes The Costco Way."

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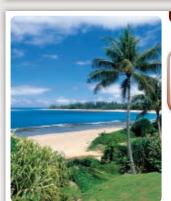
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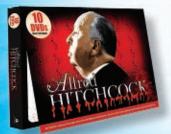
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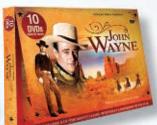
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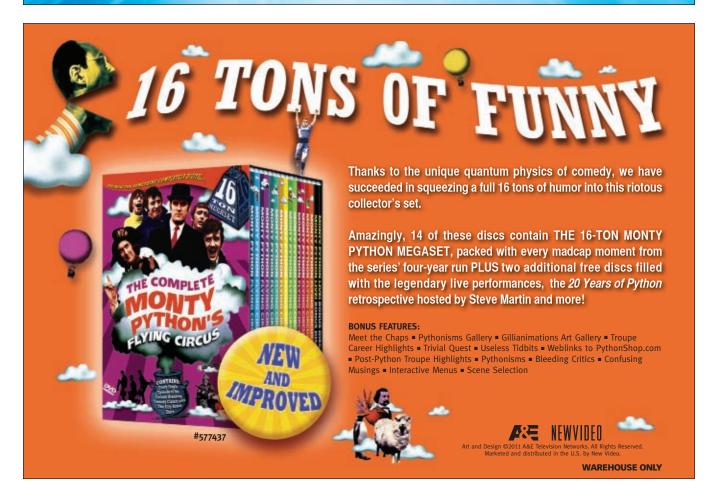


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you really don't need to be a celebrity or have money or have the paparazzi following you around to be famous. Me and my friends just simply declared fame on our own, and we made art and we said, "This is the future," and we dressed in a way that says, "This is fashion." It was our confidence and our conviction and our abilities—and our vanity—to be the litmus test of pop culture, and having that be in every fiber of our being. You can talk about it all day, but it's not true unless you do it.

CC: Did you grow up in an artsy household?

LG: Yes. My mother was in theater when she was young, and my father did some music in high school. They just were very sup-

Musician Lady Gaga is anything but black and white

portive of anything creative I wanted to do, whether it was playing piano or being in plays or taking method acting, which I did when I was 11. They liked that I was a motivated young person.

By Gary Graff

IT'S GUTSY TO CALL your first album *The Fame* before you're, well, famous. But Lady Gaga knew what she was talking about.

Since her debut in 2008, the multimedia pop auteur (born Stefani Joanne Angelina Germanotta in Yonkers, New York) has sold more than 15 million copies of her two albums and 51 million singles worldwide, topping the charts with hits such as "Just Dance," "Poker Face" and "Born This Way." The last is the title track of her new album and the fastest-selling single in iTunes history, moving a million copies in just five days. Five Grammys are among the 104 awards she's won around the globe.

Her Monster Ball Tour was one of the most successful of 2010 and is on target to gross nearly \$200 million worldwide. She took Kermit the Frog as her date to the MTV Video Music Awards. Elton John likes her so much he made her godmother to his son.

Gaga, 25, is perhaps the most provocative pop star since Madonna, and with the same sensation-causing knack for outrageous fashions (for the record, that raw meat jacket she wore to the 2010 MTV Video Music Awards was not made from Kirkland Signature™ beef), envelope-pushing performances and the occasional juicy media quote. But as she sings on the song "Born This Way," it's what she feels she was meant to do.

The Costco Connection caught up with Lady Gaga for a face-to-face interview.

Costco Connection: What's your definition of fame?

Lady Gaga: What I've learned is that

CC: You went to parochial schools. Is your art a rebellion against that?

LG: No, it was actually helpful. I got a tremendous education, and they taught us to be independent as women. I had a really wonderful childhood. I had a rough couple of years at certain points, but why would I focus on those years?

CC: You've done a lot of outrageous things, especially onstage. Are you ever apprehensive that those will repel rather than attract an audience?

LG: I think that's always what drew people to me. I think what made it difficult for people to get, and still makes it difficult for people to

a**rts &** entertainment

get, is the theatrical nature of the work and the fact that, truthfully, my music doesn't exist without the performance-art element.

CC: What makes pop music the best vehicle for you?

LG: Because it was the most provocative thing that I could do in the underground scene. Where I come from it was really unheard of to be at a party and someone says, "What kind of music do you make?" and you say, "Pop music." You might as well have "I'm not cool" stamped on your forehead. So there's nothing more provocative than taking a genre of music that everybody who's cool hates—and then making it cool.

CC: You started off writing songs for Britney Spears, Fergie, the Pussycat Dolls, New Kids on the Block. Were there ever moments of despair about getting your own career going?

LG: Of course there were. But a record deal doesn't make you an artist; you make yourself an artist. If you only believe that you're an artist when you have a big [financial] advance in your pocket and a single coming out, I would say that's quite soulless. You have to have a sense of your own greatness and your own ability from a very deep place inside you. I am the one with the litmus test in my hands of what people need to hear next.

CC: So now that there is success, and fame, what kind of pressure do you feel as you take your next steps?

LG: I'm very hard on myself—very hard. The pressure is more personal than anything, and I know when I've done a great job and I know when I haven't. But [*Born This Way*] is my best work, and it was a true labor of love and blood, sweat and tears.

American music journalist Gary Graff writes for publications such as Billboard and The New York Times.

Road record

LADY GAGA'S Monster Ball Tour kept her on the road nearly constantly. But she says this is what inspired her while writing and recording her new release, *Born This Way*.

"I've been making an album on the road," Lady Gaga explains. "I just received so much love and inspiration from the fans every night, and I had a bus with me that we put all of our vintage equipment on and we just soared down the highway and made records all night long. And in the morning we'd listen back and it would either be really great or we'd go back and change it again.

"So the fans and the show were what



The Costco Connection

An exclusive version of *Born This Way*, with three additional tracks, five remixes and two bonus digital download remixes, is available at all Costco locations.

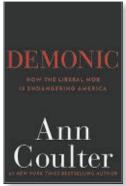
propelled me into Born This Way.

"I wanted to write hit songs that I knew my fans would all love and want to dance to at nightclubs and on the radio and party with their friends," she continues. "But ... I also wanted to sort of refute the idea of being a trend and start to procure my legacy as a musician."—GG

The summer heats up with new books from Random House

KNOW THY ENEMY

Conservative commentator Ann Coulter hits the bookshelves for the eighth time with a book that is sure to stir up controversy. The outspoken, best-selling author of *Guilty* and *Godless* explains what she sees as the peculiarities and dangers of groupthink and mob-like behavior and describes how she thinks it's hurting America in her latest offering, **Demonic:**How the Liberal Mob is Endangering America (Crown).



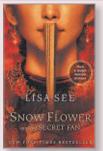
Hardcover on sale June 7



Hardcover on sale May 31

A FAMILY CHALLENGED BY TRAGEDY AND TIME

In her most powerful novel yet, Lisa See continues the story of sisters Pearl and May from *Shanghai Girls*, and Pearl's strong-willed 19-year-old daughter, Joy. The discovery of a family secret takes Joy to Red China in 1957—heedless of the dangers of the Communist regime. Fearing for her daughter's safety, Pearl follows Joy, and one of the most tragic episodes in China's history threatens their lives in Lisa See's newest triumph, **Dreams of Joy** (Random House).

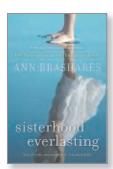


Paperback on sale May 31

THE MYSTERIES
OF FRIENDSHIP
Discover Lisa See's
beloved #1 bestseller, Snow Flower
and the Secret Fan
(Random House). In
19th-century China,
women had their
own secret code for
communication—
they painted letters
on fans. When 7-

year-old Lily receives a silk fan from Snow Flower, a lifelong friendship is formed. But when a misunderstanding arises, their bond is threatened.

The inspiration for a **MAJOR MOTION PICTURE** coming this summer.



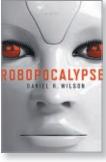
Hardcover on sale June 14

SISTERHOOD OF THE TRAVELING PANTS—10 YEARS LATER

#1 best-selling author Ann Brashares returns with Sisterhood Everlasting (Random House). The girls have grown up and

started their

lives, scattering them across the country. Tibby reaches out to bridge the distance by planning a reunion that will change their lives forever. Brashares delivers a powerful story about losing your way and having the courage to create a new path.



Hardcover on sale June 7

TECHNOLOGY TURNS AGAINST US Machines are everywhere in our houses, in our cars, in the skies. Now, in a terrifying new thriller, a massively powerful artificial

WHEN

on sale June 7 intelligence comes online and assumes control of technology, igniting a robot war that will either annihilate or unite all humanity. Robopocalypse (Doubleday) is a terrifying story with real-world implications—a brilliantly conceived epic.

WHERE THERE'S SMOKE THERE'S FIRE

New Jersey bounty hunter Stephanie Plum returns in **Smokin' Seventeen** (Bantam). Dead bodies are showing up, and though no one knows who the killer is, it's clear that Stephanie's name is on his list. Short on time and evidence, but with plenty of personal drama and a cold-blooded killer after her, Stephanie's life looks like it could go up in smoke.

Costco has 50 signed copies of Janet Evanovich's **Smokin' Seventeen** to give away.

For a chance to win, send an email to *giveaway@costco.com*, with "Janet Evanovich" in the subject line. Or print your name, address and daytime phone number on a postcard or letter and send it to: Janet Evanovich *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.

Purchase will not improve odds of winning. Sweepstakes is sponsored by Random House, 1745 Broadway, New York, NY, 10019. Open to legal residents of the U.S. (except Puerto Rico) who are age 18 or older at the time of entry. One entry per household. Entries must be received by 7/1/11. Winners will be randomly selected and notified by mail on or before 7/30/11. The value of the prize is \$28.00. Void where prohibited. Winners are responsible for all applicable federal, state and local taxes. Odds of winning depend on the number of eligible entries received. Employees of Costco or sponsor and their families are not eligible.





Bound for glory

Mudbound takes readers deep into rural Mississippi in the 1940s

By Chris Penttila

HILLARY JORDAN can thank her grandmother's vivid memory for inspiring her award-winning debut novel.

Growing up in Dallas, Texas, Jordan listened to her grandmother and aunt share colorful stories of the year they spent on a rural farm in the Arkansas

Delta after World War II. The farm had no running water, electricity or telephone. Jordan's grandmother referred to the farm affectionately as "mudbound."

"They weren't meant to be living there," Jordan says. "But the house they had rented in [Dallas] got sold out from under them, and so they were forced to move from town into this ramshackle farmhouse."

Years after hearing those stories, Jordan had an assignment as a Columbia

University graduate student to write three pages of fiction in the voice of a family member. "I just thought, 'Well, OK. I'm going to write about the farm from Nana's point of view,' and the first words I wrote were 'When I think of the farm, I think of mud,' which is still in the book." The three-page assignment evolved into *Mudbound*, her awardwinning novel about the social politics and discrimination that take place on a rural Mississippi farm. "One of the things I wanted to look at in the book was sort of this contradiction of how [you can] be a really good person and still have this deeply held bigotry," she says.

Mudbound is told from each character's point of view, but early drafts were told entirely from the per-

spective of Laura, the female character inspired by her grandmother. About 50 pages in, Jordan realized she was writing a novel and wanted to hear from new characters. "I thought the story would be more interesting if [it] were told from multiple points of view," she says. She created different rules for each character. For example, Laura is the only character allowed to use semicolons.

"I did all these things that I'm sure no one would even notice but me, but it was a way of helping me to differentiate the characters as well as to make their voices unique and believable," says Jordan, who emphasizes that while the circumstances of the book are based on fact, the characters are fictional.

Mudbound has received numerous awards, including the Bellwether Prize, an award started by writer Barbara Kingsolver to recognize unpublished authors addressing issues of social justice, and the Alex Award from the American Library Association, which spotlights adult books of interest to young adults. The book was also Pasadena, California's choice for the "One City, One Story" program. "It's sort of astonishing. Who gets [these awards] for their first book?" Jordan says. It's "just

Jordan's follow-up effort, When She Woke, debuts this fall. She describes it as a "dystopian riff on The Scarlet Letter" set 35 years in the future. "With When She Woke, I'm exploring discrimination in a different way, in a more dramatic way," she says.

been beyond my wildest dreams."

Becoming a novelist can be quite a dramatic change, too. After earning a bachelor's degree in English and political science at Wellesley, Jordan launched a successful, 13-year advertising career with agencies including BBDO, Ogilvy & Mather and Chiat Day. Her "personal insurrection" happened after she moved to Austin, Texas, in her mid-30s to become the creative director of another agency. "I wanted to try to write something more meaningful than hair commercials," she says.

Over the next 18 months she quit her job, got divorced, started freelancing and was accepted to the master of fine arts program at Columbia. Today the self-admitted culture junkie makes her home in Brooklyn, New York. "I may be a Southerner by birth," she says, "but I'm a Yankee by choice."

Chris Penttila is a freelance journalist based in Alexandria, Virginia.



Hillary Jordan

Signed book giveaway

COSTCO HAS 50 SIGNED COPIES of Hillary Jordan's *Mudbound* to give away. For a chance to win, send an email with your name and mailing address to *giveaway@costco.com*, with "Hillary Jordan" in the subject line. Or print your name, address and daytime phone number on a postcard or letter and send it to: Hillary Jordan, *The Costco Connection*, P.O. Box 34088, Seattle, WA 98124-1088.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS SWEEPSTAKES.

Purchase will not improve odds of winning. Sweepstakes is sponsored by Algonquin Books, PO. Box 2225, Chapel Hill, NC, 27515. Open to legal residents of the U.S. (except Puerto Rico) who are age 18 or older at the time of entry. One entry per household. Entries must be received by July 1, 2011. Winners will be randomly selected and notified by mail on or before August 1, 2011. The value of the prize is \$13.95. Void where prohibited. Winners are responsible for all applicable federal, state and local taxes. Odds of winning depend on the number of eligible entries received. Employees of Costco or Algonquin Books and their families are not eligible.

BECAUSE I'VE LIVED in Seattle my whole life, I have a deep appreciation for books that have the power to transport me to other, unfamiliar places. Hillary Jordan's *Mudbound* is exactly that kind of book.

Set in the Mississippi Delta in 1946, *Mudbound* is told through several voices. City-bred Laura finds the cotton farm where she and her husband, Henry, now live strange and frightening. Henry is far too trusting, which results in the couple and their children living in a shack.

Then there's the friendship between two men freshly returned from World War II. Henry's charming brother, Jamie, fights the demons he brought home from the war, while Ronsel Jackson, the son of a sharecropper, is transformed from war hero to just another black man.

Mudbound is a testament to the power of a great book.

For more book picks, see page 39.



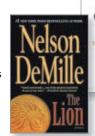


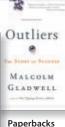
THE BEST IN FICTION AND NONFICTION

Malcolm Gladwell explores why some people live

up to their full potential and others don't in the mesmerizing best-seller Outliers (Back Bay Books). Find out why true success is so elusive for so many—and how you can use the information gleaned from Gladwell's studies to improve your own life. Then, Nelson DeMille reveals his long-awaited seguel to The Lion's

Game in The Lion (Grand BALDACCI





on sale June 7

Central Publishing), an action-packed thriller starring an antiterrorist expert and an FBI agent trying to find the terror mastermind who got away. Can they finally bring him to justice before he slaughters again? And in One Summer (Grand Central Publishing), best-selling author David Baldacci turns in a heartfelt story of a man struggling to keep his family together despite the onslaught of tragedy.

Hardcover on sale June 14

DAVID

ARE YOU READY TO GET COOKING?

Be part of the growing movement to cook real, homemade foods with Mark Bittman's excellent line of cookbooks. The expert chef takes away all the mystery behind cooking and explains how to make truly delicious menus including snacks, salads, appetizers, entrées, desserts and much more! Look for How to Cook Everything and How to Cook **Everything Vegetarian** (John Wiley).

Hardcovers available mid-June





Stephen King's shortstory collections are legendary and have generated such popular films as Stand by Me and



Paperback on sale May 24

The Shawshank Redemption. Now, in Full Dark, No Stars (Pocket), he's done it again. The all-new quartet of dark tales focuses on retribution—and you know what they say about payback....

SUMMER READS NOT TO BE MISSED

A seemingly sane

woman goes a little

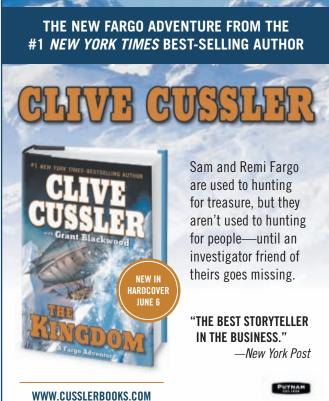
mad when her heart is broken in The Mistress's Revenge (Free Press). The Moses Expedition (Atria) is a breathtaking novel about the quest for power and the secrets of an ancient time. Learning to Die in Miami (Free Press) is Carlos Eire's follow-up



Paperbacks available mid-June memoir, Waiting for Snow in Havana.

In As Husbands Go

(Scribner), a woman sets out to prove her happy marriage was no lie after her husband is found dead in a compromising position.



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www.penguin.com

CliveCusslerFacebook.com



Book buyers' picks

State of Wonder, by Ann Patchett. I first became a cheerleader for Patchett after reading Bel Canto. The more I think about this new book, the more I like it. It's well written, with a long list of interesting characters. Heading the research for a pharmaceutical company is the enigmatic Dr. Annick Swenson, an uncompromising scientist who is keeping dark secrets from her company and fellow scientist. The exotic Amazon setting only adds to the mystery surrounding the search for the cause of a researcher's death. The story is packed with amazing twists and surprises that keep readers on their toes. I've little doubt State of Wonder will please both longtime fans and those new to Patchett's work.

—Shana Lind, assistant buyer, books

Outliers: The Story of Success, by Malcolm Gladwell. I haven't met a book by Gladwell that I haven't liked, and Outliers—now available in paperback-might be my favorite. If you've ever wondered what Bill Gates, the Beatles and Mozart have in common, this is the book for you. Here the award-winning writer takes a look at success and how superstars don't just come out of nowhere. As he explains it, success is not just about brains and ambition; where, when and to whom some-

one is born can determine how well a person will succeed in life.

> Jeffrey Purtell, inventory control specialist, books

JUVENILE

Storybook and Picture

Blocks, from Reader's Digest. These storybook and picture block sets are sure to entertain even the busiest of toddlers. Each package includes a 24-page storybook and 12 picture blocks; the blocks can be arranged to re-create different scenes from the books or mixed and matched to create funny new characters. Choose from Fisher-Price Little People, Mickey Mouse Clubhouse and Winnie the Pooh (with art from the new movie!).

—Melissa McMeekin, assistant buyer, books

NONFICTION

Star Wars LEGO: The Visual Dictionary and LEGO Harry Potter: Building the Magical World, from DK Publishing. I've always been a fan of LEGOs, and I've little doubt that LEGO collectors of any age will enjoy two new books showcasing Harry Potter and Star Wars LEGO sets throughout the years. Both books contain interesting information about and pictures of the vari-

ous LEGO sets and figurines, including total pieces, production years and dimensionssure to please the most die-hard collectors. As an added bonus, each book comes with an exclusive Harry Potter or Luke Skywalker mini figurine.

-Scott Losse, inventory control specialist, books

street dates

June 6 The Kingdom by Clive Cussler

Theo Boone: The Addiction

by John Grisham

June 7

The Lion by Nelson DeMille

Robopocalypse

by Daniel Wilson

June 14

One Summer by David Baldacci

Carte Blanche by Jeffery Deaver

June 21

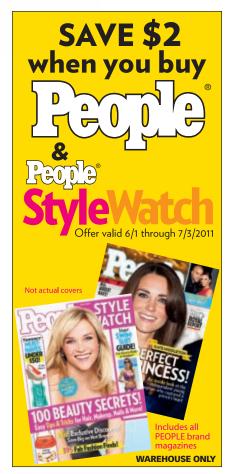
Smokin' Seventeen

by Janet Evanovich Silver Girl

by Elin Hilderbrand

Devil Colony by James Rollins





FRIDGE ART IS an innovative drawing and doodling book series designed

to keep little artists busy for hours! Stuck to the inside of the book is a fun and colorful pad packed with creative drawing activities. The pad has a sticky edge on the back of each piece of paper, so once children have completed their masterpiece, they can easily peel it off the pad and stick it on the fridge, wall or wherever they like. There is also a space on each page for them to sign their work, so everyone will know who created it!



Available mid-June

FOR ADVENTURE

Join Thomas the Tank Engine,

Winnie the Pooh, Dora the

Clubhouse and more kids'

favorites in Mini Deluxe

and more are all available

(Publications International).

Flashlight Adventures

Explorer, the Mickey Mouse

books! Pop-up sound books,

ALL ABOARD

BE READY FOR THE FUN AHEAD

Every new school year can be frightening at first. But when kids are prepared and

know what to expect, they'll learn there's nothing to be afraid of. Kids can prepare for the challenges and the good times they'll encounter in school with these helpful books from Black Dog & Leventhal.



Binders available mid-June





SEE THE WORLD IN ONE BOOK!

What in the world? That's exactly what you'll find out in the National Geographic Kids Almanac 2012 (National Geographic Children's Books), fully updated with new facts, figures, information, maps, games and tons of photos! Combining data from *National Geographic* Kids magazine and reports from researchers all around the globe, this almanac is a kid-friendly look at real-life stories.



Paperback available now

EVERY KID'S OUEST: KEEP ON LEARNING!

Kids can continue discovering new things all summer long! With these books, that's not a chore—it's an adventure! Summer Quest (Rainbow Bridge™) is an exciting line of workbooks for kids

from kindergarten up through fourth grade. Each workbook promotes education in a fun

way with an extensive lineup of challenging opportunities. And for elementary-school-age

Paperbacks available late June

children, look for lavishly illustrated books like Rome: Rise and Fall of an Empire, Tree: From Seed to Mighty Forest, Storm:



Treasure: Fortunes Lost and Found (American Education Publishing). Each full-color book offers maps, posters, elaborate illustrations and designs, and a wealth of trivia and facts to keep kids entertained while they learn new things.

The Awesome Power

Hardcovers available late June

STACKABLE FUN!

There's an adventure inside each big keepsake box! Open up each **Book and Stacking Box** (Silver Dolphin) to reveal five fully illustrated boxes, plus a sturdy board book. Choose from a selection of different titles, including **Animal Parade** and Teddy Time.



∿vailable mid-June







WE ALL FEEL LIKE A DORK SOMETIMES

series is a funny, poignant and heartfelt look at growing up on the fringes of popularity. One girl and her friends share the ups and downs of adolescence. Also available: A sister and her brother try to get to the bottom of a shocking mystery in the kid-friendly The Great Hamster Massacre (Beach Lane Books).







Here's looking at you, kiddo

Read Kiddo Read grooms kids for a lifetime of reading

By J. Rentilly

THIRTY YEARS AGO, working as an ad man at legendary firm J. Walter Thompson, James Patterson penned an unforgettable jingle and had an entire generation melodically declaring that they were Toys "R" Us kids. Today, the best-selling author in the world, according to Guinness World Records, is playing pied piper once more with Read Kiddo Read, a literacy initiative more likely to lead children to bookshelves than to toy stores.

Best known for his Alex Cross mystery series, which has sold more than 100 million copies, Patterson relies on a nation of readers for his livelihood. Having donated an amount totaling more than seven figures to youth reading programs over the years, Patterson was struck a few years back with a plot twist bordering on the implausible: His own son didn't like to read. The author and his wife rounded up a stack of books they knew would appeal to a young adult—The Lightning Thief, A Wrinkle in Time, Hootand made their son a deal: You don't have to cut the lawn if you read these. By summer's end, mission accomplished: Young Jack Patterson had developed what his father calls "the habit."

'Millions of kids have never read a book

they liked, and that's a tragedy," says Patterson, a Costco member and longtime resident of Palm Beach, Florida. "Once they develop the habit for reading, they'll move on to all of the stuff they're supposed to want to read. Good books are a gateway on so many levels. How many scientists in the world today only became scientists because of the Jules Verne or H.G. Wells or Ray Bradbury [books] they read when they were kids?"

Inspired, Patterson marshaled his formidable resources to gather the crème de la crème of librarians, youth education experts, and Web designers to hatch Read Kiddo Read (www.readkiddoread.com).

Launched in November 2008, the site became an instant smash on Patterson's name alone. Users have flocked to Patterson's playground for a rundown of the best books for kids, broken down by age and genre, with easy-to-read reviews penned by experts such as children's literature consultant Judy Freeman, lifelong librarian and youth educator Lauren L. Wohl, as well as a coterie of colleagues from publisher Little, Brown.

The site's community section includes chats, videos, a blog, a message board and interviews with authors such as Jeff (Diary of



James Patterson signs copies from the Witch & Wizard and Daniel X series in his local Palm Beach. Florida, bookstore, Classic Bookshop.

a Wimpy Kid) Kinney, Rick (Percy Jackson) Riordan and Carl (Hoot) Hiaasen.

Today, more than a million people visit Read Kiddo Read each month, with that number expected to expand thanks to a new cellphone app that allows users to remotely track recommended titles.

Read Kiddo Read also just announced its 2011 Kiddo Awards, given to books most likely to turns kids into lifelong readers.

"We work really hard to make sure the books we recommend are ones kids are going to love, and then ask for more," Patterson says. "That's important: the 'More, please.' "

These days, Patterson isn't just a spokesman for kids' books; he writes them too. His series Maximum Ride, Daniel X and Witch & Wizard have enjoyed a combined 200 weeks on national best-seller lists. "I love writing those books most of all, and I think they're probably my best," he confesses. "Big stories, big characters, big imagination. These books are right in my wheelhouse."

This month, Patterson and Little, Brown are doing the first-ever, same-day dual release of an adult title, Now You See Her, and a young-adult title, the comic Middle School, by the same author.

"The idea is to get families into the bookstores together," Patterson says. "Reading is so important because it develops sympathy and empathy in ways that nothing else does. In books, you meet new cultures, new people, new points of view. Books open our minds and make us capable of better decisions.

"Knowing that, there's nothing more rewarding to me than having a parent tell me that their kid suddenly loves to read," he continues. "They literally tear up sometimes when they talk to me about Read Kiddo Read. They feel like they've found something. And, you know, they have."

J. Rentilly is a Los Angeles-based journalist.



This Is No Ordinary Niacin Formula.

Discover Flush Free Niacin and leave the "itchy red face" behind!**



Niacin is most known for its effects on the circulatory system.* Unfortunately, in its standard form, this powerful nutrient causes a "flush" effect in users, making them itchy, uncomfortable and even red in the face. Flush Free Niacin

helps avoid this effect.** Flush Free Niacin is delivered in the form of inositol hexanicotinate. This compound is composed of six niacin molecules attached to one inositol molecule, a structure that is mostly absorbed intact, and then slowly releases the





niacin molecules within the body over several hours, thus avoiding the flush.**

At the heart of this powerful B vitamin is its ability to help maintain proper metabolic functioning.* This promotes protein and carbohydrate

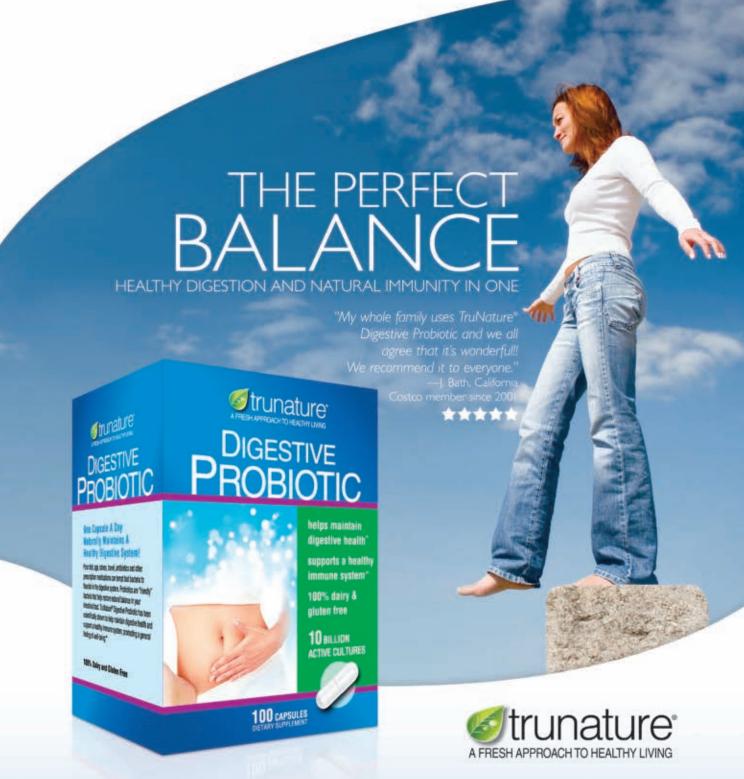
conversion. Niacin also supports heart and nervous system health. Plus, niacin helps you feel beautiful by contributing to the health of your skin and hair, making it a key nutrient in healthy everyday living!





- Supports Heart Health*
- Promotes Energy Metabolism*
- Helps Maintain a Healthy Nervous System*
- Contributes to Healthy Skin and Hair*





Leading a balanced lifestyle can be a real challenge. Stress, poor diet, lack of sleep and travel can all encourage harmful bacteria to flourish in your digestive system. Taking just one TruNature® Digestive Probiotic capsule a day helps restore and maintain the natural balance in your intestinal tract. TruNature® Digestive Probiotic features *Bifidobacterium lactis* and *Lactobacillus acidophilus*, two safe and effective dairy- and gluten-free strains, clinically proven to support digestive and immune health.*

To learn more about TruNature® Digestive Probiotics, please visit Costco.com or the Costco warehouse pharmacy section.

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.









By Susan Glairon

WHAT DO BROKEN HIPS, amputations and dental infections have in common? They can all start with a seemingly small event that rapidly escalates into life-threatening conditions. In many cases these serious health conditions could have been avoided with simple preventive measures.

Feet first

For New Jersey Costco member Ray O'Grady, the loss of his leg began with an ordinary foot blister. O'Grady, 59, didn't know he had peripheral neuropathy, nerve damage that resulted in diminished sensation in his feet, a common complication of diabetes. Because he never felt pain, the blister continued to rub against his shoe, and because diabetic wounds heal slowly, within three weeks the wound became infected. The infection worsened and then traveled to the bone and ultimately did not respond to antibiotics. A few months after the blister surfaced, doctors removed O'Grady's leg from the knee down to save his life.

O'Grady's story is not unusual. Improperly fitting shoes are the biggest cause of amputations in diabetic patients.

"It's frequently what starts the process," says Dr. Michael Pinzur, a professor of orthopedic surgery with the Maywood, Illinois-based Loyola University Health System. One out of four diabetic patients suffers from peripheral neuropathy, he adds.

To avoid the problem, people with diabetes should wear only diabetic shoes fitted by a certified pedorthist, a specialist who designs, fits and/or modifies shoes and foot orthoses to alleviate foot problems, says Pinzur, a Costco member. (To locate a nearby pedorthist, visit www.pedorthics.org.) Other simple prevention strategies include turning shoes upside down to remove pebbles, inspecting your feet for sores or consulting with a caregiver or spouse if you can't bend to inspect your entire foot. Those with diabetes who get a foot blister should immediately seek treatment from an orthopedic surgeon or podiatrist, says Pinzur.

Clear the clutter

Hip fractures are another common medical condition that can quickly turn life threatening, and they usually begin with a simple fall. Of patients who break their hips, about 20 percent die within a year, according to the Centers for Disease Control and Prevention.

The increased risk of death is usually due to medical complications, such as heart attacks, urinary infections, blood clots, pneumonia or strokes. Roughly a third of those who break their hip lose at least one level of independence, such as going from independent walking to using a walker, or from using a walker to living in a nursing home.

The good news is that getting into a habit of walking or exercising, losing weight and reducing alcohol and cigarette consumption will reduce the chance of fracturing bones, says Dr. Adam S. Bright, a Sarasota, Floridabased orthopedic surgeon, who is also a spokesperson for the American Academy of Orthopaedic Surgeons.

Women with certain health issues, such as kidney disease, use of steroid medications and past chemotherapy, should be evaluated and, if necessary, treated for osteoporosis; those without such health issues should be checked at age 65. Men of all ages who have had a fracture, such as a broken hip, should also be tested for osteoporosis.

Bright also recommends choosing an orthopedic surgeon who is a fellow of the American Academy of Orthopaedic Surgeons. To choose an orthopedist in your area, visit www.aaos.org.

And those who do break their hip should start rehabilitation as soon as their physician advises, Bright says. Patients who don't walk independently after a month of rehabilitation are unlikely to walk again, he notes.

Of course, the easiest way to avoid the potential complications that follow breaking a hip is to not break it.

"The most common reason why people break their hips is they simply fall," Bright says. Eliminating clutter, extension cords and throw rugs, and installing grab bars and non-slippery bathroom mats can help. Shoes with non-slip rubber soles are also useful. Avoiding sleeping pills or pain medications before bed can prevent nighttime tripping due to grogginess. For more tips on fall prevention, visit www.orthoinfo.org/falls.

CONTINUED ON PAGE 46

The Costco Connection

Costco members can manage their diabetes and osteoporosis with Costco Pharmacy-sponsored osteoporosis clinics (see Special Events on page 88), prescription and over-the-counter medications, nutrition and weight-management products, and exercise equipment available at Costco and Costco.com. They can maintain oral health with toothbrushes, floss, rinse and toothpaste. Costco also offers organizer products to manage clutter.





Real Costco Members. Real Success Stories.



Heather Latif Fredericksburg, VA Member since 2009

I started my journey with alli® last year and have

lost 71 pounds.* I'm beginning to see muscles and my clothes are a size 10 and getting loose! The program has been a huge help for me to reset my whole way of looking at food and knowing exactly what to eat.

By the end of 2011, I'd like to reach my goal-not as a number, but as the healthier person I want to be.

One day I will rock climb, go bungee jumping and explore the rain forest.



Boost your weight loss, and your confidence

For every 2 pounds you lose, alli can help you lose 1 more.** Plus, the alli program gives you plenty of tools to help you lose weight and maintain your success long-term.

Find more of Heather's story, plus lots of healthy tips and ideas from other Costco members, at Costco.com.

Featured Member is provided alli product, retail value of \$70. online community support and alli behavioral support as part of her participation in this program. *Results not typical. In clinical studies, most people lose 5 to 10 pounds over six months with alli. Featured story has not been independently validated by either GlaxoSmithKline or Costco. **alli plus a reduced-calorie low-fat diet. alli is for overweight adults. Read and follow the alli label. Results may vary. alli is safe when used as directed. @2011 GlaxoSmithKline

WAREHOUSE/COSTCO.COM

for your

CONTINUED FROM PAGE 45

Don't brush it off

Ludwig's angina, a potentially life-threatening infection of the floor of the mouth, usually starts with a dental infection caused by poor oral health and can cause a person's airway to swell shut.

Although more common before the introduction of antibiotics, cases of Ludwig's angina still show up in today's emergency rooms, says Dr. Lonnie Johnson, professor and chair of periodontics at the University of Colorado School of Dental Medicine in Aurora, Colorado. In addition, heart infections have been linked to dental infections, and gum disease has also been linked to adverse pregnancy outcomes and a higher risk of heart attack or stroke.

The simple solution? Brush and floss your teeth and see a dentist on a regular basis, Johnson says.

"Maintaining oral health is a relatively simple thing," he adds. "It's so cost-effective. Why would you want to expose yourself to the risk of all the possible adverse outcomes?"

Susan Glairon is a freelance writer who lives in Longmont, Colorado.

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[†] Supportive but not conclusive research shows that consumption of EPA and DHA omega-3 fatty acids may reduce the risk of coronary heart disease.

Graze Teaching kids to eat slower, smaller and more often

Dr. Bill Sears

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By Dr. Bill Sears

CHILDREN ARE BORN grazers. If left to their own resources, children would nibble, dip and sip-or graze-their way throughout the day. One of the eating tips I give my patients of all ages, especially if they are suffering from mood disorders, overeating or intestinal ailments, is what I call Dr. Bill's Rule of Two's:

- Eat *twice* as often.
- Eat *half* as much.
- Chew twice as long.

A child's tummy is about the size of his or her fist. Next time you put a heaping bowl of pasta in front of your child, compare it to your child's fist and notice the mismatch. Now you'll understand why your picky eater doesn't clean his or her plate.

Grazing benefits the brain

The buzzwords for feeding the brain are slow and steady. Grazers have steadier blood sugar and therefore a steadier supply of brain fuel. Parents often tell me

that once they start encouraging their children to graze throughout the day, their children have fewer behavior and learning problems at school.

My observations as a pediatrician reveal that grazers tend to:

- be better able to focus and learn at school and work
- have steadier moods and behavior
- be more likely to enjoy weight control that's right for their body type
- have more energy.

Grazing is great for the gut

When a gorger wolfs down a huge meal, a big amount of undigested food stays in the intestinal tract, leading to two common "shuns": indigestion and constipation. If your "gut brain" could talk it would say, "Don't feed me so much so fast, so that I don't have to work so hard!"

To encourage your child to chew longer, serve crunchy foods. Kids like the sound and mouth-feel of crunchy cereals and celery stalks. Give your child chew messages, such as "Chew, chew times two" or "Chew 20 times." My family

would often play a game, having our children count how many times they chew. Eventually, children get used to chewing longer because they enjoy the mouth-feel and tummy-feel that chewing and grazing give them.

Grazing is good for staying lean

When you graze on frequent mini meals throughout the day, your body enjoys stable insulin levels. Insulin is a fat-storage hormone. When it spikes high throughout the day, such as when you gorge, you store that extra food as extra fat. When you graze, insulin is not so high, which helps keep you lean. Remember, lean does not mean being skinny, but rather having the right body weight for your body type.

Creating a grazing environment

Have nutritious snacks readily available. The ideal snack should: ■ have at least 5 grams of protein and 3

grams of fiber. Protein and fiber are fill-up foods, helping your child be satisfied longer and with less.

- contain 100 to 200 calories
- be crunchy, requiring a lot of chewing

Here's a trick from the Sears family kitchen for the preschool child: Prepare a nibble tray. Use a muffin tin or a compartmentalized plastic dish and fill each section with bite-size portions of colorful and nutritious foods. Give the foods fun names, such as avocado boats (a quarter of an avocado sectioned lengthwise), banana or cooked carrot wheels, broccoli trees, cheese blocks, little O's (O-shaped oat cereal), canoe eggs (hard-boiled eggs cut lengthwise in wedges), moons (peeled apple slices, thinly spread with peanut butter), or shells and worms (different shapes of pasta).

Dr. Bill Sears (www.askdrsears.com) is an associate clinical professor of pediatrics at the University of California, Irvine, School of Medicine and co-author of The Baby Book (Little, Brown 2003).

HERE'S A LIST of good foods for grazing, ones that partner carbs with protein, fiber and/or healthy fats. Your children will find lots to like on this list.

- Baby carrots dipped in hummus
- Apple slices dipped in peanut
- Whole-grain cereal with yogurt
- Edamame (fresh, cooked soybeans)
- String cheese and a piece of fruit
- Cottage cheese and fruit
- A handful of raw nuts or trail mix
- Pita bread spread with hummus
- Rice cake with peanut butter and banana
- Parmesan cheese melted on a slice of whole-grain bread
- Blueberries in yogurt
- Popcorn (homemade air-popped)
- Celery sticks with peanut butter
- Cherry tomatoes with cheese cubes
- Fruit-and-yogurt smoothie
- Hard-boiled egg
- Bean dip and veggie sticks
- Whole-grain muffins, preferably homemade
- Homemade oatmeal-raisin cookies
- Cut-up vegetables with salsa and corn chips

Make every calorie count. Give vour child nutrient-dense foods that offer more bang for your nutritional buck. Instead of "healthy foods" (some children perceive "healthy" as "icky"), call them "grow foods."

- Vegetables, steamed or raw
- Legumes (beans, peas, lentils)
- Fruits
- Whole grains
- Nuts and nut butters
- Seafood, especially Alaskan salmon
- Lean meats and poultry
- Greek-style yogurt
- Eggs
- Hummus

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Independent human clinical study (Los Angeles, 2008).
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The potato is a great little food package, says Timothy S. Harlan, M.D., aka Dr. Gourmet, and author of *Just Tell Me What to Eat.* "I love potatoes," he says. "I think the problem is that they got a bad rap over the last few years, and a lot of that comes from the Atkins and low-carb diets.

"A normal-size potato is going to be 6 ounces," explains Harlan. This gives you about 100 to 110 calories, roughly the amount in an equivalent portion of pasta or rice, even an apple. But when you double or triple the size of the potato and you add high-fat or high-calorie toppings, you are taking the potato out of the "healthy food" category.

Are potatoes healthy?

A few years ago, the Women's Health Study, a 15-year study involving thousands of women that looked into heart disease and some types of cancer, examined the effect of potato consumption on health. At first, it seemed as if eating potatoes increased a woman's risk of gaining weight and/or developing

diabetes. But, Harlan points out, ultimately the study found that women who ate healthy portions of potatoes prepared in a healthful manner stayed healthy or even lost weight if they were dieting.

Stanley Kubow, associate professor of dietetics and human nutrition at McGill University in Montreal, agrees with this finding. "The risk of potato consumption may be associated with higher intakes of fats used in their preparation," he says. He also points out that in North America, if there's a potato on your plate, there's very likely meat, as well.

Choosing your potato

The type of potato you choose should depend on your meal plans rather than potential benefits, says Harlan. Starchier potatoes, such as russets, are best for baking, mashing, frying or roasting. If you're planning on boiling your potatoes or using them in a casserole, waxy potatoes such as red potatoes may be your best bet.

Kubow suggests that to get the most benefit from the nutrients in the various types of potatoes you shouldn't stick to just one type.

The potato, deconstructed

By eating an average-size 110-calorie potato (with the skin), you're getting about 45 percent of the recommended daily amount of vitamin C, 18 percent of potassium, 8 percent of fiber and 10 percent of vitamin B_6 .

When discussing the health benefits of potatoes, some people express concern about their glycemic index (GI), stating that a high GI makes potatoes a less healthy food option. The American Diabetes Association explains that the GI of a food is often higher among nutritious foods; their website gives the example of oatmeal having a higher GI than chocolate. GI is also affected by food preparation and cooking. For example, a baked potato has a lower GI than do mashed potatoes. So, as with most things, moderation is the key.

The 2010 Dietary Guidelines for Americans encourages people to get serious about eating enough potassium, which encourages heart health. A potato has almost double the potassium of a banana and even more than broccoli, foods traditionally considered potassium rich. At an average of 62 cents per pound (in 2010), according to the United States Potato Board, the little potato turns out to be the best value for the most potassium.

Concerned about fat, cholesterol and sodium? Potatoes don't have them. Remember, it's all in the preparation.

Nutrition information: Each serving includes 162 calories, 1 g fat, 4 mg cholesterol, 258 mg sodium, 32 g carbohydrates, 2 g sugar, 4 g dietary fiber

Recipe reprinted with permission from Dr. Timothy Harlan (www.drgourmet.com).

Remove it from the oven and let cool

about 1/4 inch of skin and flesh.

slightly. Slice the potato in half length-

wise. Scoop out the flesh, leaving behind

Mash the scooped flesh with the butter-

ture back into the skins and top with

oven and bake until cheese is melted.

grated cheese. Return the potato to the

milk, salt, pepper and onion. Stuff the mix-

Dr. Gourmet's Delicious Twice-baked Potatoes

Yields 2 servings, half a potato each Cooking time: 75 minutes

12-ounce Idaho potato
2 tablespoons nonfat buttermilk

Freshly ground black pepper to taste Green onion, sliced crosswise

1 ounce grated reduced-fat cheddar cheese

Preheat oven to 400 F.

1/8 teaspoon salt

Poke some holes in the potato using the tines of a fork. Bake potato for 50 minutes.

Freelance health writer Marijke Vroomen-Durning is a registered nurse.

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Pain-relief primer

YOU'VE GOT a headache. Or you twisted your ankle. Perhaps you're feverish. Different pains and ailments require different treatments. However, choosing the right painkiller off the shelf can be a headache-inspiring experience of its own.

There are three primary products for the prevention and treatment of pain and other related bodily miseries: aspirin, acetaminophen and ibuprofen. While they have some similarities, picking the wrong one may delay or hamper your recovery, or create new problems.

Aspirin

An anti-inflammatory drug as well as a painkiller, aspirin reduces swelling so that the pain is less likely to recur when the analgesic properties of the aspirin wear off.

Aspirin is also an anticoagulant, which means that it helps to keep the blood thin enough so as not to clot. People who have a history of heart attack or stroke and those at risk are often advised by their doctor to take small daily doses of aspirin as a preventive measure.

However, aspirin can induce gastrointestinal discomfort if taken in large enough doses. It can also cause Reye's syndrome if taken by



children and adolescents who are infected with a virus such as chicken pox or influenza.

Acetaminophen

Popular in part because it is less likely to cause stomach upset, acetaminophen is used for the relief of fever as well as aches and pains associated with many conditions.

Acetaminophen relieves pain in mild

arthritis but, unlike aspirin, has no effect on the underlying inflammation, redness and swelling of the joint.

Acetaminophen began as a children's medication and is still the preferred pain reliever for children because of the connection between Reye's syndrome and aspirin.

Acetaminophen is metabolized by the liver. Its potential to harm the liver is increased when it is combined with alcohol.

Ibuprofen

Ibuprofen is twice as potent as aspirin as an anti-inflammatory.

Ibuprofen is an effective and well-tolerated analgesic for general use. It can provide relief from headaches, migraine, backache, dental pain, muscular pain, menstrual pain, cold and flu symptoms, and feverishness.

Ibuprofen can cause stomach upset.

Naproxen sodium

There are also more specialized drugs for headaches and arthritis, including naproxen sodium. Naproxen sodium is a powerful, formerly prescription-only pain reliever. It works by inhibiting prostaglandins (the body's chemical messengers), as aspirin does. But, also like aspirin, it can cause stomach upset and other gastrointestinal problems.

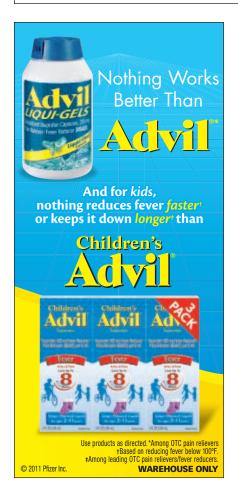
As with any medication, consult your physician or pharmacist about proper use.

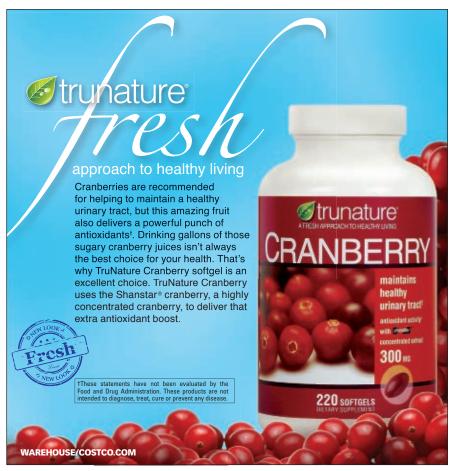
—T. Foster Jones

Aspirin	Acetaminophen	lbuprofen	Naproxen Sodium
Bayer, Excedrin, Kirkland Signature™	Tylenol, Kirkland Signature	Advil, Motrin, Kirkland Signature	Aleve, Kirkland Signature
Anti-inflammatory, analgesic, anti-arthritic	Analgesic, fever reducer	Anti-inflammatory, analgesic, fever reducer, anti-arthritic	Anti-inflammatory, anti-arthritic, fever reducer
Relieves pain and reduces fever in adults; relieves mild itching Reduces swelling and inflammation Used to treat arthritis, many other conditions and injuries	Relieves mild pain Reduces fever	Relieves pain Reduces fever Reduces inflammation	Relieves mild to moderate pain Reduces fever Reduces inflammation
Caution is advised if you: • get stomach irritation when taking aspirin • are allergic to aspirin • are taking blood-thinning medication • have a hangover A person should not take aspirin if he/ she has: • ulcers, gout, asthma, hearing loss	High doses or regular, long-term use can cause liver damage, especially if used with alcohol Should not be used to treat fever higher than 103.1 F for more than three days Should not be used to treat fevers that keep coming back Should not be used on a regular basis by people who suffer from anemia or liver or kidney disease	Caution is advised if you have: • asthma and nasal polyps • a stomach or intestinal disorder • a skin condition called angioedema • an allergic reaction to other anti-inflammatory medications • liver or kidney disease • a blood-clotting disorder • heart failure Not to be used with aspirin, alcohol or steroids	Caution is advised if you: are taking blood pressure medication are taking oral blood thinners or anticoagulants have an aspirin allergy have asthma have a stomach disorder have a blood-clotting disorder are pregnant (third trimester)
Children and teenagers should not take aspirin because it is associated with a rare disorder called Reye's syndrome in these age groups.	Works well for people who can't take aspirin because of aspirin-related allergic reactions, stomach irritation or ringing in the ears	 Less irritating to the stomach than aspirin for some Does not cause ringing in the ears, unlike aspirin Does not cause liver damage, unlike acetaminophen 	Less irritating to the gastrointestinal tract Lower incidence of liver or kidney complications
	Anti-inflammatory, analgesic, anti-arthritic Relieves pain and reduces fever in adults; relieves mild itching Reduces swelling and inflammation Used to treat arthritis, many other conditions and injuries Caution is advised if you: get stomach irritation when taking aspirin are allergic to aspirin are taking blood-thinning medication have a hangover A person should not take aspirin if he/she has: ulcers, gout, asthma, hearing loss Children and teenagers should not take aspirin because it is associated with a rare disorder called Reye's	Anti-inflammatory, analgesic, anti-arthritic Relieves pain and reduces fever in adults; relieves mild itching Reduces swelling and inflammation Used to treat arthritis, many other conditions and injuries Caution is advised if you: get stomach irritation when taking aspirin are taking blood-thinning medication have a hangover A person should not take aspirin if he/she has: ulcers, gout, asthma, hearing loss High doses or regular, long-term use can cause liver damage, especially if used with alcohol Should not be used to treat fever higher than 103.1 F for more than three days Should not be used to treat fevers that keep coming back Should not be used to treat fevers that keep coming back Should not be used on a regular basis by people who suffer from anemia or liver or kidney disease Children and teenagers should not take aspirin because it is associated with a rare disorder called Reye's	Anti-inflammatory, analgesic, fever reducer Relieves pain and reduces fever in adults; relieves mild itching Reduces swelling and inflammation Used to treat arthritis, many other conditions and injuries Reduces fever Reduces fever Reduces inflammation High doses or regular, long-term use can cause liver damage, especially if used with alcohol Should not be used to treat fever higher than 103.1 F for more than three days Aperson should not take aspirin if he/she has: Ulcers, gout, asthma, hearing loss Reduces fever Reduces inflammation Reduces fever Reduces inflammation Reduces fever Reduces inflammation Reduces fever Reduces fever Reduces fever Reduces inflammation Reduces fever Reduces inflammation Reduces fever Redu

Pregnant women should consult a doctor prior to taking any over-the-counter medication. Other people, including persons with medical conditions, are advised to read product labels carefully and consult a pharmacist if they have any questions about proper use. Sources: Aspirin Foundation (www.aspirin-foundation.com); MedicineNet.com (www.medicinenet.com); International Ibuprofen Foundation (www.ibuprofen-foundation.com)









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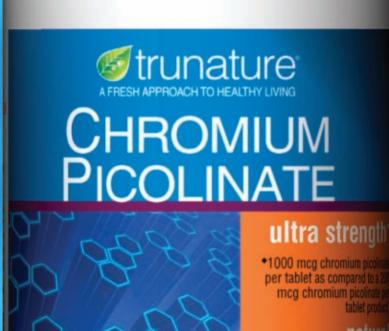
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Mobile health and fitness apps burst onto the health scene

By Andrea Downing Peck

"THERE'S AN APP FOR THAT"™ quickly is becoming the mantra of smartphone users looking to do everything from locating an urgent-care clinic with the shortest waiting time to devising personalized fitness programs to monitoring their blood pressure.

Mobile health and fitness applications are poised to explode onto the healthcare scene. An estimated 500 million smartphone owners worldwide will be using mHealth (mobile health) apps within the next five years, according to a 2010 report by research2guidance, a mobile research consulting firm.

"Our findings indicate the long-expected mobile revolution in healthcare is set to happen," says Ralf-Gordon Jahns, head researcher at research2guidance. "Both healthcare providers and consumers are embracing smartphones as a means to improving healthcare."

In broad terms, mHealth means using mobile devices to collect, share and deliver health data. In practical terms, smartphone applications (downloaded from the Internet) give consumers the ability to provide real-time health data to their physicians, research symptoms and diseases, or revamp their fitness routine.

Smartphone users have more than 17,000 health- and fitness-related apps at their fingertips. While the iPhone attracts the lion's share, BlackBerry, Android and other smartphones have downloads at their disposal, too.

Health and fitness

Nike+ GPS, RunKeeper and Lose It! are among the health and fitness apps that have each attracted more than 2 million downloads, the gold standard for success in the app world.

"What a lot of these apps have in common—Nike being a good example—is they are very easy to use," says Brian Dolan, edi-

tor of MobiHealthNews. "You can spend a lot of time analyzing [your data] afterward by going online, but for the most part it is plug and play."

Weight-loss app **Lose It!** allows users to establish a daily calorie budget and record their food and exercise. The app's developer, Fit Now Inc., boasts more than 85 percent of Lose It!'s active users have lost weight. Nike+GPS and RunKeeper use a phone's GPS to track routes and keep jogging statistics.

"Applications that aren't successful require too much manual entry," Dolan says. "No one wants to sit after a meal and type in everything they ate and how many calories it was." (Apps such as Lose It! have a comprehensive, searchable database of foods and

[Mobile] health will "significantly lower the cost of healthcare."

Denise Culver, research analyst

meals and enable you to quickly reenter foods you have eaten in the past.)

Paige Waehner, a certified personal trainer in the Chicago suburbs, lists iMapMy-Run, Tap & Track-Calorie Tracker, Calorie Counter PRO, which has a barcode scanner function, and FitnessBuilder as her most-recommended health and fitness apps.

While FitnessBuilder carries a \$9.99 price tag, Waehner says its location-based workouts, database of exercises and equipment, fitness tools and calculators make it worth the cost.

No matter how motivating an application may be, Waehner cautions that do-it-yourself health and fitness tools are not a panacea.

"If you are a tracker, if you are a person who wants to see your progress every day and that motivates you, an app is going to be useful," Waehner says. "If you aren't, you probably aren't going to use it much."

Medical care

While diet and fitness apps are making inroads with the health conscious, the future of mHealth is in devices that turn phones into a lifeline to medical care and information.

Downloaded nearly 1.6 million times, iTriage enables users to find a local pharmacy or emergency facility with the shortest waiting time, diagnose symptoms, locate a specialist and create a personal health record using Google Health.

"You come in with a symptom and we're going to help you find the appropriate treatment," says Dr. Wayne Guerra, iTriage cofounder and a Costco member.

MHealth is expected to improve the lives of millions of people with chronic conditions such as high blood pressure, diabetes and asthma by enabling them to monitor, maintain and better control their disorders.

Research analyst Denise Culver believes mHealth will reduce the amount of time many patients spend in doctor's offices and hospitals, and will "significantly lower the cost of healthcare."

Creating buzz are products such as Sanofiaventis' blood glucose meter that connects to the iPhone and allows diabetics to "manage diabetes whenever, wherever" and AliveCor's iPhone case and app that turn a phone into a portable electrocardiogram. While neither product is yet available in the U.S., the devices provide a glimpse into the future.

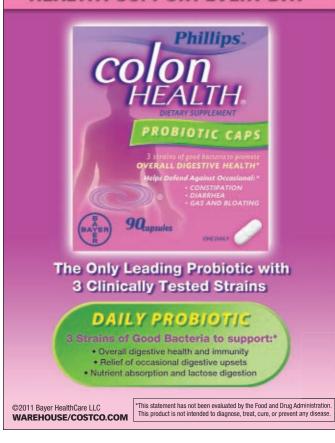
A Nielsen study projects that smartphones will overtake sales of less expensive feature phones by the end of 2011, adding weight to Dolan's belief that consumers are experiencing the early ripples of an mHealth tidal wave.

"People will only go back for three things if they forget them at home: their wallet, keys and phone," he says. "It's a device that never leaves your side. Health and fitness companies and application developers will take advantage of that and go beyond a dormant app and create ones that are truly interactive."

Andrea Downing Peck is a freelance writer from Bainbridge Island, Washington.

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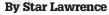
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Exercising slowly can bring quicker benefits



IN THE MISTY PAST-1982-an exercise theorist named Ken Hutchins teamed with Nautilus and the University of Florida to see how frail older women could use professional gym equipment to build bone and increase strength. They found that if the women performed the exercises slowly, they achieved both goals-increased strength and bone growth—without injury.

Almost 20 years later, in a Massachusetts study of older women, which was published in the Journal of Sports Medicine and Physical Fitness, participants did a dozen exercises. The control group did 10 repetitions of each, pulling the weight up and bringing it down in two seconds in each direction—the usual pace. The other group did five repetitions, 10 seconds up, four seconds down. That's 14 seconds of muscle clenching on each rep, instead of four. Multiply that by five reps and 12 exercises, and it's a strenuous workout.

The bottom line was so surprising, the researchers had to recheck it. The women who performed slow-speed training attained 50 percent greater strength gains than the subjects who performed standard-speed training.

The 2001 Massachusetts study came as no surprise to Hutchins, a Costco member, who by that time had developed SuperSlow, a trademarked form of conditioning that can be used by people of all ages and stages of fitness. It may be simple, but it's not easy—and has been known to wear out Marine drill instructors. The principle is to lift and lower weight in each series of exercises to a slow count-Hutchins prefers 10 seconds up, 10 down, to the point of muscle failure. This eliminates the use of momentum—the whole impact is on contraction of the muscles.

Hutchins' protocol involves six to eight exercises, outlined in his book SuperSlow: The Ultimate Exercise Protocol (Media Support, 1992), a technical manual going into its fourth printing.

While the exercises themselves are not out of the ordinary, and can be used with standard weight machines or free weights, it is the approach that sets SuperSlow apart.

MEDIA BAKERY

Using an amount of weight you can manage competently, you perform each exercise until you can no longer lift. The program promises optimal fitness in two 20-minute sessions a week. Hutchins discourages running, cross-training or aerobics on the off days. The muscles need time to recover, he says. That is key to strengthening them.

Hutchins also believes in a quiet, cool environment with proper equipment and ventilation. Sweating means you have lost mechanical efficiency, he says.

Hutchins says SuperSlow prevents injury, as there is no jerking or pulling. He also says there is study evidence that SuperSlow lowers cholesterol, improves glucose economy, increases insulin sensitivity and increases hormonal output. It may increase bone density as much as 1 percent a month as well.

Is there anyone who should not try this? Hutchins says he cannot think of anyone who would not benefit. He has taught people in nursing homes to do it. "The studies show older people benefit, beginners, people at an exercise plateau and professionals as well," he says.

Another criticism is that SuperSlow can be boring. "Boring?" Hutchins exclaims. "I have clients who have done this for 20 years." He adds that it's a plus that the program remains the same. You don't have to learn something new. Just do it—slowly. $\ lacktriangledown$

Star Lawrence is a health reporter based in Chandler, Arizona. Her work has appeared on WebMD and in The Washington Post.



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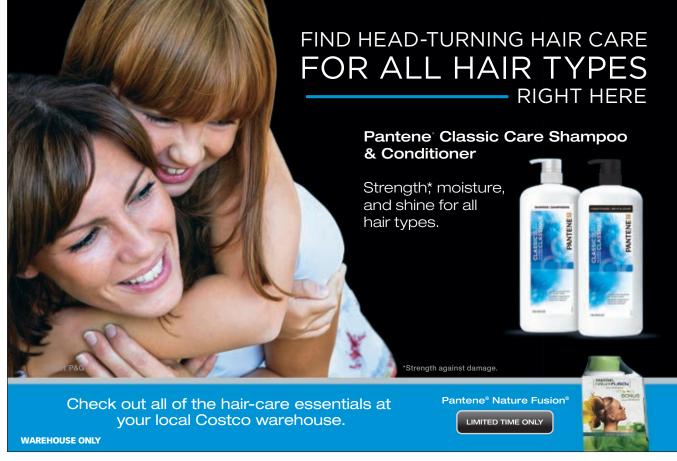
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By Rita Colorito

SET ASIDE YOUR notion of siestas—those long midday naps—as the lazy person's excuse to slumber. Numerous recent studies show that shut-eye lasting up to 90 minutes not only helps build and boost brain power, it also might prevent serious disease.

Contrary to the notion that naps are needed only if you haven't slept well the night before, a 90-minute nap-even for those who've had a good night's sleep-clears the brain's short-term memory storage, which becomes cluttered and sluggish after being awake for several hours, and makes room for new information, according to new research from the University of California, Berkeley. Previous UC Berkeley sleep research found naps of 60 to 90 minutes that include rapid eye movement, or REM, sleep help increase receptiveness to positive emotions, beneficial for mental health. Taking regular midday naps also reduced the risk of death from heart disease in men, according to a joint study by Harvard University and the University of Athens in Greece.

"The cardinal rule of sleep is that you have to get enough of it," says Dr. John Wilson, a neurologist and co-director of the Sleep Lab at Loyola University's Gottlieb Memorial Hospital in Maywood, Illinois. Lunchtime naps make sense not only for sleep-deprived individuals, he says, but for anyone who wants to function at optimal mental capacity.

"Most people think of sleep as something that is passive, like recharging your battery. But it isn't. It's actually much more active than that," says Wilson. "Your brainwaves have more structure when you are asleep than when you are awake. It's kind of like defragmenting your hard drive, only it's much more important."

Siestas can be a beneficial addition to anyone's sleep repertoire, says Dr. Sara

Mednick, sleep researcher and assistant professor of psychiatry at UC San Diego. She breaks down siestas into two sleep categories.

Naps lasting 30 to 60 minutes trigger slowwave sleep that helps brains recall information already stored there. To avoid sleep inertia, try to nap at least 50 minutes, says Mednick: "It's good to sleep beyond the slow-wave sleep, so you get past it and can wake up more easily."

Naps of 60 to 90 minutes trigger REM sleep—good for improving and creating memory. But don't sleep past 90 minutes. "You're just going to go into another sleep cycle and you aren't getting any additional benefits," says Mednick, a Costco member and author of *Take a Nap! Change Your Life* (Workman Publishing Company, 2006). Additionally, too long a nap can affect your nighttime sleep.

For a perfect and beneficial siesta:

Grab a blanket. Your body temperature drops when you sleep.

Block distractions. Turn off electronic devices and wear an eye mask. "There's some evidence that light may inhibit sleep," says Mednick.

Watch the clock. Don't nap within three hours of your bedtime; otherwise, you'll rob yourself of nighttime sleep.

Despite the benefits, many people might not be culturally ready to embrace siestas, says Wilson. "When it's possible to take a siesta, it certainly would be a good thing for overall physical and mental health—unless it gets you fired," he says. "That's not going to do you any good for your physical or mental health."

So before you take a siesta at work, check with your employer.

Freelance journalist Rita Colorito writes frequently on health and wellness.





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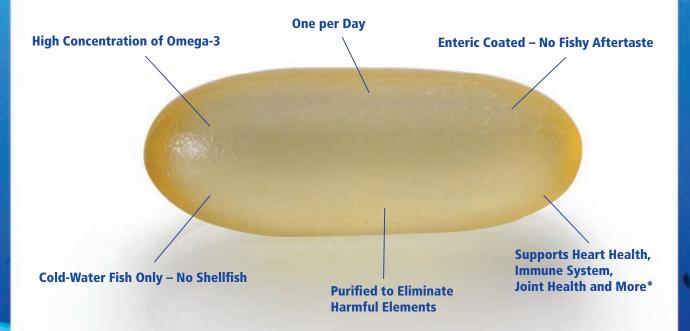


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Health-conscious shoppers know that source, purity and potency are the most important factors in choosing a superior-quality fish oil. The highest-quality fish oil comes from fresh cold-water fish caught in deep ocean waters. Plus, to be considered high quality, it must also be carefully purified to eliminate mercury and other harmful contaminants. And finally, taking a fish oil supplement should not be a chore. A fish oil supplement that is delivered in a special one-per-day softgel with an enteric coating helps knock out the whole "fishiness" factor of the product.

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Muscular dystrophy awareness

THE MUSCULAR Dystrophy Association (MDA) has enlisted the support of firefighters nationwide for the 57th annual Fill the Boot summer fundraising campaign. Watch for intersection collection activities in your community in June, July and August, culminating with the Jerry Lewis MDA Telethon on Labor Day weekend. The money raised supports research, clinic services and summer camps for kids with muscular dystrophy.

Muscular dystrophy (MD), which affects about 1 million people in the U.S., refers to a group of more than 30 inherited diseases that cause muscle weakness and muscle loss.

Some forms of MD appear in infancy or childhood, while others may not appear until middle age or later. Some cases are mild and progress slowly, while others are disabling and severe.

The different forms vary as to which symptoms and at what age the disease first appears, but all the forms worsen as muscles get weaker, often to the degree where the individual is not able to walk.

Symptoms include:

- delayed development of muscle motor skills
- difficulty using one or more muscle groups
- drooling
- eyelid drooping
- frequent falls
- loss of strength in a muscle or group of muscles
- loss in muscle size
- problems walking

There is no cure for MD. Research into gene therapy may eventually provide treatment to stop the progression of some types of the disease.

Current treatment is designed to help prevent or reduce deformities in the joints and the spine, and to allow people with MD to remain mobile as long as possible. Included are various types of physical therapy, medications, assistive devices and surgery.

For more information, visit www.mdausa.org.

—David Wight

YOUR HEALTHCARE PLAN

Staying fit on the road

By Holly Mosier



MAINTAINING FITNESS is a challenge when you travel, but absolutely possible. Let me share my travel-fitness secrets with you.

1. Opt out. Don't cram too many activities into each

day. This is my number-one rule for travel and at home. Build a buffer of downtime. Your stress levels will stay low and you'll come home feeling refreshed, rather than needing another vacation.

- Always pack a pedometer, jump rope and resistance bands. These items are lightweight and easy to pack for traveling.
- 3. To maintain cardio fitness, jump rope for 15 to 20 minutes. As an alternative, clip on a pedometer and aim to walk a total of 10,000 steps each day (I am always surprised how easy this is to do in new surroundings).
- 4. To keep muscles toned, use resistance bands for 10 or 15 minutes. It's easy to hit every major muscle group with just a few key exercises: upward rows or overhead presses for shoulders; flies and chest presses for your chest; and seated rows for your back. Add a few abdominal exercises (planks, crunches, etc.) and some lunges for your lower body, and your workout is complete.

- **5.** Alternately, you can try a 10-minute yoga routine (three of these routines are in my book).
- **6.** Order a hot beverage, or a low- or no-calorie beverage, with your meal. This helps fill you up with few or no additional calories.
- **7.** Wine and other alcoholic beverages count as starch. If you drink one, substitute the starch in your meal with low-glycemic vegetables (broccoli, bell peppers, zucchini, cauliflower, green beans).
- **8.** Share a meal, or order an appetizer as your main course.
- Order the simplest foods on the menu: baked, broiled, grilled, poached, roasted, stirfried or steamed entrées with light or no sauces or other extras.
- **10.** Use these portion guidelines: **Half of your fist**—that's your starch or carb portion.

The palm of your hand—that's your lean protein portion.

Your thumb—that's the portion for fat, including cheese. (Make sure to cut off all visible fat, as there can be a lot of hidden fats in restaurant foods. Remove the skin from chicken, and cut away visible fat from a steak.)

There is nothing better than traveling and fully enjoying the local food and culture, but without gaining a pound.

Costco member Holly Mosier will be signing copies of her book, Stress Less, Weigh Less, at select Costco locations in June. Go to Costco.com and Search "author signings" for dates and locations.





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USP is a nonprofit scientific

organization with nearly 200 years of experience that establishes federally recognized standards for the quality of drugs and dietary supplements. It is the only such organization that also offers voluntary verification services to help ensure the quality, purity and potency of dietary supplements.

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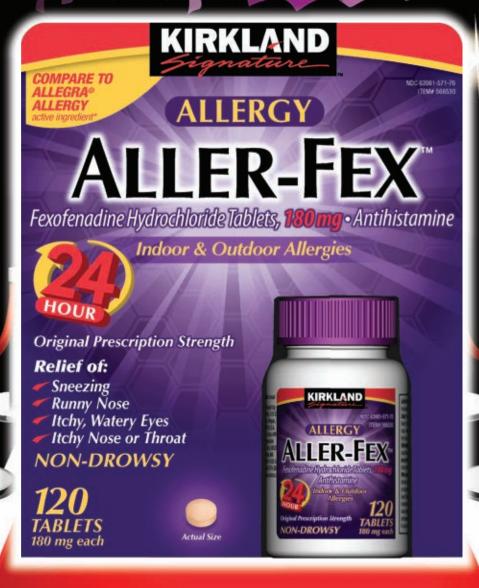
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- does not contain harmful levels of specified contaminants, such as heavy metals, microbes and pesticides
- will break down and be released into the body within a specified amount of time
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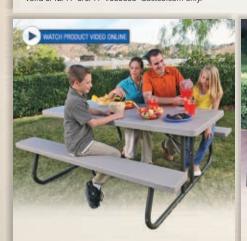


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Starting at \$549.99 Delivered Valid 6/1/11-6/30/11 #11643380 Costco.com only.

Sign up to receive special offers via text and we will send them right to your phone! Text COSTCO2 to 71034 now!

Message and data rates may apply.







Solar-Powered Attic Fan with Solar Controller

Cools your home in the summer and reduces mold and mildew in the winter. Operates after dark and monitors attic temperature and humidity for optimal performance. Eligible for 30% tax credit.

\$279.99 Delivered

Valid 6/1/11-6/30/11 #577614 Warehouse and Costco.com.





Real Wood Kitchen and Bath Cabinets by All Wood Cabinetry®

Features soft-close doors and drawers. Includes free professional design service. Online orders arrive in approximately two to three weeks.

Kitchens Starting at \$2,563 Delivered





#11262818 Costco.com only. Slide-A-Shelf Soft-close model available at an additional cost.





Winix 50-Pint **Dehumidifier**

- Built-in pump
- Microban® antimicrobial tank
- Set-and-forget mode
- Two fan speeds

\$239.99 Delivered #574935

Costco.com only.







Whirlpool® Whispure[™] Air Purifier

- Four pre-filter packs
- Four-speed fan
- Turbo setting
- For rooms up to 500 sq. ft.

\$299.99 Delivered

#571518

Costco.com only.





Valid 6/1/11-6/30/11

All-Terrain Phineas & Ferb® Kids' **Sun Protection 4-Pack**

Includes KidSport[™] lotion, KidSport[™] spray, Sunburn Gel[™] and Herbal Armor[™] insect repellent.

\$27.99 Delivered #460693

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Your adventure awaits. So do your savings.

"The response I received from the participating dealer was incredibly quick and the negotiation was hassle free and very competitive. I was pleasantly surprised by the experience."

Blair 7., Sudbury, MA



Costco Auto Program Benefits:

- Low, prearranged pricing on many makes and models
- Certified Dealer Contacts offer a hassle-free experience at more than 2,200 participating dealerships nationwide
- Costco Auto Program's member advocates are available to assist throughout your buying experience



Call **1-800-800-9288** or visit **Costco.com** and search: **EZ2BUY**





Alaska, Idaho, Montana, Oregon, Utah and Washington are pumping a better gas product in both regular and premium grades. This gas contains Kirkland Signature[™] Clean Power detergent additive as a way to bring added value to its gasoline products by delivering a double-edged benefit: It keeps a clean engine clean, and will clean up a dirty engine.

'Our goal is to provide a high-quality product at the lowest possible price to our members," says Tim Hurlocker, Costco's director of fuel quality. "With the addition of our Kirkland Signature Clean Power additive, we believe we are hitting that mark."

In this case, the new gas detergent additive

ment for detergent additives. That's not a random level of improvement; it's the level that Costco's extensive testing has determined to yield significantly better results than the minimum standard—consistently cleaner for more efficient engine performance and lower maintenance.

Adding value to a good deal is standard operating procedure for Costco, as demonstrated in the development of numerous other products and services. It boils down to increasing quality while maintaining an excellent price.—David Wight

Test your gas IQ True or false?

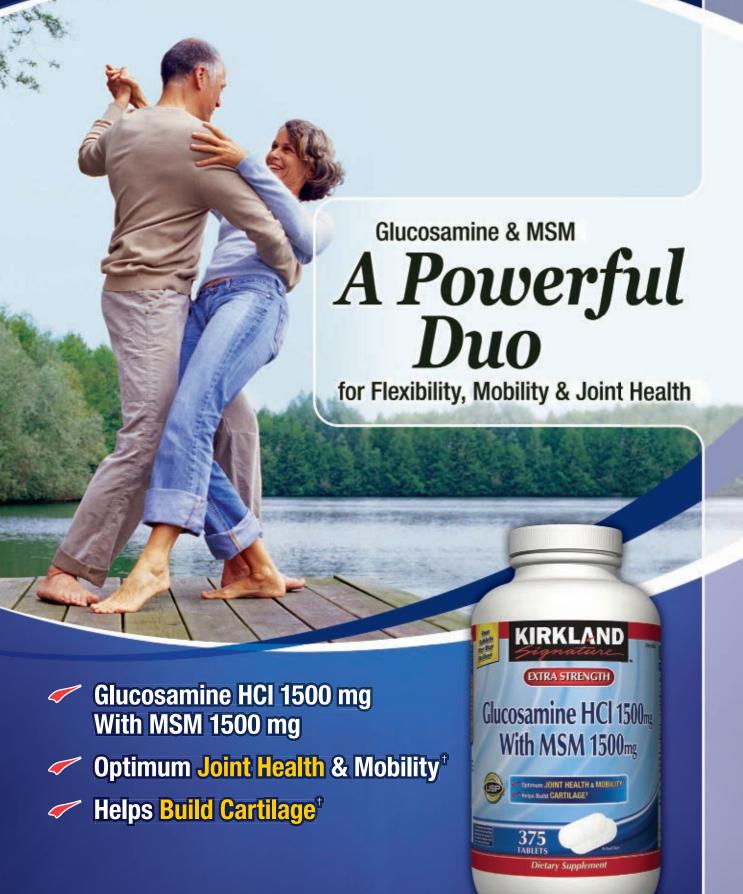
- The EPA has required all gas to contain detergent additives since 1995.
- Clean engines perform better, with less hesitation and fewer tailpipe emissions.
- Newer engines are more sophisticated, and may require more detergent to continue running at peak performance and efficiency.
- Costco gas with Kirkland Signature Clean Power has five times the minimum requirement for detergent additives.
- The TrueEarnings® Card from Costco and American Express earns a 3 percent rebate on all Costco automobile gas purchases. (Go to Costco.com and search "amex" for details.)

ANSWERS: ALL TRUE

Connecting

For more information regarding Clean Power, visit Costco.com and search "clean power."







Crystal Cruises—the luxury voyage

By Ralph Grizzle

FORCED TO NARROW down my choice to the number-one reason to cruise Crystal, I would have to say it's the staff. While it's true that every cruise line hangs its hat on great service, Crystal stands a notch above.

Maybe that's why readers of upscale travel magazines have given the luxury cruise line top honors for 17 consecutive years. Crystal's staff transforms an upscale travel experience into a personal travel experience. They make a point of knowing your name and your preferences, and they seem to have a genuine passion to serve and surprise.

For example, one evening as I was walking to the *Crystal Symphony*'s boutique to buy a tie, I was stopped by the hotel director, who asked if he could help me. When I told him I had forgotten to pack a tie for formal night, he sat me down at a bar, told me to have a drink and said he would be right back. Moments later he returned with one of his ties, which he had retrieved from his cabin, and proceeded to wrap it around my neck and form a perfect knot.

Stepping on board a Crystal ship for the second time (or third or fourth) is a lot like coming home. You'll be greeted by familiar faces. Half of the crew members who began working for Crystal at its 1990 inception are still working for the company today.

Besides exceptional staff, Crystal sets itself apart with larger ships than are typically found in the luxury segment. Carrying 922 and 1,070 passengers apiece, respectively, Crystal Symphony and Crystal Serenity are large enough to provide spacious public rooms and multiple dining venues, plus the industry's most extensive repertoire of onboard classes, lectures and workshops.

I enjoy the varied entertainment options,

The Costco Connection

To view a sample selection of Crystal sailings, visit the Travel section of Costco.com or call toll-free 1-877-849-2730.

from Broadway-style musicals to classical music and a cappella groups to comedy acts. There's also a full-size casino with Nevada gaming rules for those who gamble.

On my last Crystal cruise, I signed up for art classes conducted by the Parsons School of Design. I also learned a few phrases of French in a Berlitz language class and tickled the ivories during Yamaha keyboard instruction (I actually learned to play a tune). All of these activities are offered free of charge, as are computer training classes.

Most cruise ships have gyms stocked with the latest equipment, and a few offer complimentary classes such as spinning, yoga and Pilates. I even trained with a PGA instructor, again at no extra cost. One other rarity: teak promenade decks that circle the ships.

For dining, I appreciate the fact that there are several options. Each ship has an elegant formal dining room with two seatings (as well as Perfect Choice dining, an open-seating dining program) and three chic alternative restaurants: an Italian venue (inspired by Piero Selvaggio of Valentino in Los Angeles) and two pan-Asian restaurants featuring cuisine by renowned master chef Nobu Matsuhisa, including a sushi bar (my favorite).

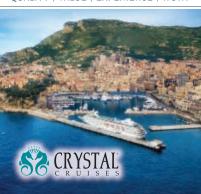
There's also a poolside grill serving everything from salmon burgers to tuna melts, plus an indoor European-style bistro with a delectable spread of pastries, cheese and cold cuts.

Adding to the value of a Crystal cruise, the line will be going all-inclusive starting in spring 2012, bundling all alcoholic drinks (wines and spirits) in the fares, in addition to soft drinks, bottled water, specialty coffees and tips. And, for Costco members, a shipboard credit is included on every sailing.

But all of these perks are just icing on the cake of a Crystal cruise. It's the personal touch that sets Crystal apart.

An avid cruiser for nearly two decades, Ralph Grizzle specializes in reporting on luxury cruise travel.





MEDITERRANEAN CRUISE

Monuments and Monte Carlo: Sail from Barcelona (Spain) to Rome/Civitavecchia (Italy) aboard Crystal Symphony, calling at Barcelona (Spain) overnight; Monte Carlo (Monaco) overnight; and Florence/Livorno and Elba/Portoferraio (Italy).

Costco member benefit:

\$420 shipboard credit (per stateroom)[†]

All-Inclusive cruise features:

- Open-bar service throughout the ship, including fine wines and premium spirits
- All nonalcoholic beverages
- Prepaid gratuities aboard ship

seven-NIGHT LUXURY CRUISE
from \$2,900 per person*
Valid on 4/8/12 sailing.
Category E Stateroom

For additional details, click Travel at Costco.com.

Price shown is per person based on double occupancy, is valid for select stateroom categories only, and is true and accurate at time of printing. Restrictions and blackout dates might apply. All offers and inclusions are subject to availability, may change or be terminated without notice, are valid for new bookings only and are available to Costco members residing in the United States. Unless otherwise noted, offers are not combinable with select rate codes, coupons or other offers. Travel purchases are not included in the Executive Membership annual 2% Reward program. Offer shown is cruise only and is valid on select dates. Cancellation and change fees may apply. Any unused portion(s) of inclusions are nontransferable, nonrefundable and not redeemable for cash. Costco Travel disclaims liability for an inaccuracies or typographica errors. Ship's registry: The Bahamas. Value of shipboard credit is determined by category booked for first and second passengers only. For bookings made within three weeks of departure, credit is not guaranteed. Costco Travel is registered as a seller of travel in each of the states listed: California registration number: CST 2054248-50 • Florida registration number: TA 620 • Nevada Seller of Travel registration number: 2007-0060 • Washington registration number: 2007-0060 • Washington registration number: LIR 18095 • 4/11

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USP has tested and verified this Kirkland Signature supplement for its ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See www.usp-dsvp.org.

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LOOK FOR \$3.00 IN SAVINGS In the Costco Mailer 6/9/2011 to 7/3/2011

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

11-CC-1009rd





Natural sources of vitamin D are limited, and if you are not getting enough exposure to the sun you may have inadequate vitamin D levels. Supplementing with Kirkland Signature™ Vitamin D3 2000 I.U. is the surefire way to make certain you are getting your daily supply of this crucial, body-supporting nutrient.*



USP has tested and verified this Kirkland Signature supplement for its ingredients, potency and manufacturing process. USP sets official standards for dietary supplements. See www.usp-dsvp.org.

Exclusively from Costco Wholesale WAREHOUSE/COSTCO.COM

10 1059 arts

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This product is not intended to diagnose, treat, cure or prevent any disease.



BuyingSmart

Consumer reporter Pat Volchok gives a behindthe-scenes look at Costco products and services. Send your questions about this article to: buyingsmart@ costco.com.

More in archives

On Costco.com, enter "Connection." At Online Edition, search "buyingsmart."

PRIME BEEF is the pot of gold at the end of the meat lover's rainbow, delivering the best meat-eating experience imaginable.

The pleasure of eating USDA (United States Department of Agriculture) Prime beef, which makes up less than 4 percent of annual beef production, has traditionally been reserved for connoisseurs who frequent upscale restaurants, hotels and

But with more people eating and entertaining at home, the high-end meat locker recently opened just enough for Costco beef buyers to nimbly step in.

The result is Costco's blockbuster Kirkland Signature™ USDA Prime meat warehouse program.

I catch up with Costco beef buyer Joe Rubino, who reports, "Costco is one of the largest buyers of fresh meat in any category in the country. Add to this a double-digit increase in Prime sales last year. No other retailer comes close to matching the scale of our USDA Prime beef program—or our low prices."

Meat primer

Prime beef is the top of eight USDA beef grades, followed by Choice and Select.

Although there are many considerations when grading beef, foremost is the amount of marbling (those delicate flecks and tendrils of fat) found

within cuts. USDA Prime has the most marbling. Choice, although still high in quality, has less, and Select runs a distant third.

Think of marbling as a built-in overcooking safety net. It melts during cooking, bathing the meat with rich flavor while sealing in tenderness and juices. This means that, when preparing Prime beef, there's no need for calorie-laden butters or toppings. Instead, cook it quickly with high heat and perhaps a pinch of coarse sea salt and freshly ground pepper.

Costco—a cut above

All Costco beef has the USDA shield on the package. Some retailers are not as forthcoming. I recently heard an advertisement for Reserve beef, while others advertise "prime cuts" or "choice selections." Unless the beef carries the USDA grade shield, what you are buying may not be the real deal.

At the moment, USDA Prime beef is available in four different cuts at Costco warehouses. Each warehouse serves up at least two or more of the four.

Prime rib-eye steak. This cut is the champion of the grill. Each boneless steak is a minimum 14-ounce cut of tender prime rib.

No bones about it: Costco's Prime rib-eye is my favorite steak, with its buttery, big beef flavor, especially after grilling. Other Costco members must

The USDA shield is on every package of Costco's Kirkland Signature Prime meats.

agree, as it tops Costco Prime beef sales in dollars. (USDA Prime standing bone-in rib-eve roasts are typically available two weeks before Christmas.)

New York steak. This lean cut also weighs a minimum of 14 ounces. Meaty and a grilling classic, boneless, evenly marbled New Yorks are sought after for their bursts of juicy flavor and tenderness. Newbie cooks will appreciate the extra thickness, since thicker steaks are usually easier to cook.

Boneless top sirloin steak. The number-one USDA Prime seller in pounds at Costco is also Costco's least expensive Prime cut. Broil, grill or pan-fry these quickly, as top sirloin is very temperature sensitive. The more you cook it, the less tender the outcome.

Filet mignon (tenderloin). If you are among those who hunger for USDA Prime, you must try this Costco delicacy. As the name "tenderloin" implies, filet mignon comes from the most tender part of the beef. It is butter soft and also the leanest and most expensive of the four Costco Prime cuts. Filet mignon is great simply grilled, but for a truly great gastronomic experience use this cut for fondue and stroganoff. (Note: This delicacy is limited to select warehouses.)

Primary specs

I ask Joe about Costco's additional behind-thescene requirements.

He says, "No matter if it's Prime or Choice grain-fed beef, we check and double-check, including two internal meat inspections."

The first point of contact for Costco's USDAcertified Prime and Choice beef is at Costco's own distribution centers. This is where sections of fresh beef that have been vacuum sealed (to protect flavor and freshness) are delivered from USDA-certified packers. If accepted, the meat is shipped via refrigerator trucks to warehouses for hand-cutting and -trimming by Costco's own meat cutters.

Cutting specifications for USDA Prime and Choice beef are the same. The goal is consistent, leaner cuts, so each is sliced 11/4 to 11/2 inches thick, with excess gristle removed and external fat whittled to about a quarter inch.

I'm particularly pleased that fat and gristle are removed, as they add from 19 percent (rib-eye) to 30 percent (top sirloin) of additional uneatable weight. At Costco, members pay only the price per edible pound; this is not so with some retailers.

Joe reports, "All that's left for our members is a beautiful cut with very little plate waste."

I ask about spiking meat with carbon monoxide, as it keeps meat looking a nice fresh red past use-by dates. While this treatment is not yet banned in the U.S. or required to be noted on labels, it continues to be popular with many retailers. It is not allowed at Costco.

Prime numbers

For warehouse savings in the extreme, consider purchasing vacuum-packaged cuts by the case or individually, and cut and trim the meat yourself. Special values are listed on a board at the meat counter.

Everyday Costco savings are, of course, still a meaty proposition in the individually cut, trimmed and ready-to-cook program.

I tried to compare Costco USDA Prime beef with Prime beef sold by other grocery stores in my area but could not find any offered. So, I enlisted the help of Costco regional beef supervisors, many of whom also had no luck. Those who were able to find USDA Prime in retail stores report prices ranging from \$26.99 to \$42 per pound for tenderloin, compared to \$16.99 per pound at Costco; top sirloin ran from \$7.59 to \$14.99 per pound, compared to \$5.99 at Costco. (Prices were checked and gathered on March 7, 2011.)

Making the grade

Before ending my visit I ask Joe about a blog that states Costco's Prime is not USDA stamped on the external fat.

Chuckling, he reports, "Remember how we trim the inedible fat down? The USDA stamp is cut off, but you'll find the official shield with the words 'USDA PRIME' prominently displayed on each package."

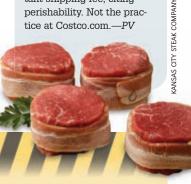
Real gourmet steaks at Costco prices? I am primed.

Primetime online

COSTCO.COM also offers Prime beef. Each 100 percent traceable steak is cut to order by specialized meat cutters, vacuum sealed, flash frozen and shipped in dry ice to ensure consistent quality. As with the warehouse Prime beef, quality is 100 percent guaranteed, and, unlike most online beef sites, refunds are available at any Costco warehouse.

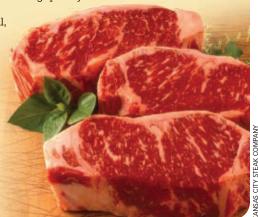
Shipping is done via second-day air on Mondays, Tuesdays and Wednesdays only. This guarantees that the steaks are not sitting in a UPS hub over the weekend.

Be careful: Some websites state "shipping and handling standard" but then slip in an additional exorbitant shipping fee, citing perishability. Not the practice at Costco.com.-PV



CRAIG WILSON, COSTCO'S vice president and general merchandising manager of quality assurance and food safety, offers these food-safety tips:

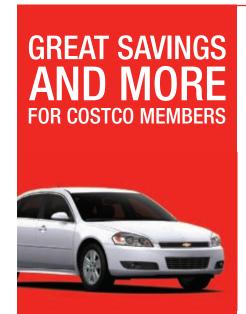
- Start with clean hands and a clean work surface.
- Keep raw meat and poultry apart from veggies and cooked foods by using separate and clean cutting boards.
- Cooking longer is safer than cooking quickly.
- Cook steaks 135 F to 145 F.
- After removing from the grill, place meat on a clean platter or cutting boardnot the one used prior to grilling.
- Perishable foods should sit out less than two hours. and if it's a hot day less than one hour. Refrigerate leftovers promptly.
- If marinating meat (not necessary for Prime cuts), discard leftover marinade prior to cooking. Do not reuse or serve on the side.



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Mention AWD A108326 when you book an Avis rental to save up to 25%. Plus, you can receive a FREE single upgrade by using coupon UUGA017 on your next rental of a compact through full-size car.

As a Costco member, you enjoy such benefits as:

- where2[®] GPS at the Costco member-only rate of \$8.99 per day*
- Additional driver fees waived*
- 100% smoke-free fleet



"where2" is an optional service and is subject to availability at select locations for an additional fee.

where2" GPS Costco member-only rate of \$8.99 per day and the waiver of additional driver fee are valid at participating locations in the U.S. only.

Terms and Conditions: Coupon valid for a one-time, one-car-group upgrade on a compact (group B) through a full-size, four-door (group B) car. Maximum upgrade through premium (group G). Offer valid on daily, weekend, weekly and monthly rates. Coupon valid at participating Avis locations in the contiguous U.S. and Canada. One coupon per rental. A F-hour advance reservation is required. The upgraded car is subject to vehicle availability at the time of rental and may not be available on some rates at some times. May not be used in conjunction with any other coupon, promotion or offer except your Costco member discount. Renter must show proof of Costco membership at time of rental. For reservations made on Costco.com, upgrade will be applied at time of rental. Renter and additional driver (if applicable) must meet Avis age, driver and credit requirements. Minimum age may vary by location. An additional daily surcharge may apply for renters under 25 years old. Fuel charges are extra. Rental must begin by 12/31/11.

Avis features GM vehicles.

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Renter must show proof of Costco membership at time of rental. Coupon valid at participating Budget locations in the contiguous U.S. and Canada. Offer subject to vehicle

Renter must show proof of Costco membership at time of rental. Coupon valid at participating Budget locations in the contiguous U.S. and Canada. Offer subject to vehicle availability at time of reservation and may not be available on some rates at some times. For reservations made on Costco.com, dollars off will be applied at time of rental. Renter and additional driver (if applicable) must meet Budget age, driver and credit requirements. Minimum age may vary by location. An additional daily surcharge may apply for renters under 25 years old. Rental must begin by 12/31/11.

Budget features Ford and Lincoln vehicles.

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Any unused portion(s) of inclusions are nontransferable, nonrefundable and not redeemable for cash. Offer is valid for travel as specified, is valid for new bookings only and is available to Costco members residing in the United States. Travel purchases are not included in the Executive Membership annual 2% Reward program. Seasonal surcharges, availability, blackout dates and restrictions may apply. All prices are in U.S. dollars. Costco Travel disclaims liability for any inaccuracies or typographical errors. Costco Travel is registered as a seller of travel in each of the states listed: California registration number: CST 2054248-50 • Florida registration number: ST 32555 • Hawaii registration number: TAR 5595 • lowa registration number: TA 620 • Nevada Seller of Travel registration number: 2007-0060 • Washington registration number: WST 602042600. Registration as a California Seller of Travel does not constitute approval by the state.

Click Travel at Costco.com or call 1-877-849-2730.

Contest starts July 1, 2011

A picture, we are told, is worth a thousand words. A really great picture could be a winner in the Costco International Photo Contest. Entering is easy, and winners will receive a variety of prizes from Costco and contest sponsors. So if you haven't already, get out your camera and capture that perfect picture!

International Grand Prize

\$2,500 Costco Cash card and a 40"x 60" Your Photo on Canvas print (value of \$350)

National Prizes

First Prize: \$1,500 Costco Cash card and a 30" x 40" Your Photo on Canvas print (value of \$120)

Second Prize: \$1,000 Costco Cash card and a 24" x 32" Your Photo on Canvas print (value of \$80)

Third Prize: \$500 Costco Cash card and a 20" x 26" Your Photo on Canvas print (value of \$70)

Honorable Mention Prize

16" x 20" Your Photo on Canvas print (value of \$50) (Honorable Mentions to be awarded at judges' discretion)

All winners will also receive:

The latest version of Photoshop Elements (value of \$80)

No purchase or payment of any kind is necessary to enter or win this contest.



Costco Photo Contest 2011 OFFICIAL RULES

Submit online at www.costcophotocontest.com or cut out and tape this entry form to the back of a 4" x 6" or 5" x 7" photo and mail to:

> Costco Members Photo Contest Home Phone P.O. Box 34088 Seattle, Washington 98124-1088

Member Name

Membership No. Location of Photo

All entries must be postmarked by September 30, 2011.

Please sign that you have read and understand the contest rules

State

7in Code

- 1. The theme of the contest is "Give Us Your Best Shot." Winning entries will be those that best reflect the theme. Decisions of the
- 2. Entrant must be a current membership cardholder of Costco. No prizes will be awarded until entrant's membership status has been verified as current by Costco.
- 3. One entry per membership cardholder. Except for those photos that have previously won this photo contest, previously published photographs are acceptable.
- 4. Must be 18 years or older to enter.
- 5. To enter online, visit www.costcophotocontest.com, Online entries must be in JPEG format.
- 6. To enter by mail, submit an unframed, unmounted black-and-white or color photograph (4" \times 6" or 5" \times 7") with the entry form securely affixed to the back. If entering by mail, save a high-quality print (which will be required by Costco in the event you are a winner.) No CDs or film negatives will be accepted.
- 7. Mailed-in photos will not be judged unless the entrant's name, home address, membership number and telephone number have been written legibly on the entry form and attached to the ba photo. Mail entries to: Costco Members Photo Contest, P.O. Box 34088, Seattle, WA 98124-1088.
- 8. Entries must be postmarked or uploaded by midnight (PST) September 30, 2011. Award winners will be notified by December 2011. Winners will be notified by mail.
- 9. All photographic prints submitted become the property of Costco. Receipt of entries will not be acknowledged and prints will not be returned. Costco assumes no responsibility for submitted photographs. Entrant will continue to own copyright of the entry.
- 10. Photos must be suitable for family viewing.
- 11. Winning entrants must agree to grant to Costco a non exclusive right to publish the photo and entrant's name in any medium in connection with the photo contest, and to sign any documentation required by Costco to effect or perfect such license

- Each winner represents that he or she has all the rights necessary to grant this license.
- 12. Each winner must agree in writing that his or her name likeness, city, winning photo and negative or digital file may be used by Costco for promotional and publication purposes without additional compensation. Prior to receiving prizes, each winner will be required to sign a release provided by Costco to this effect and obtain a release or permission from anyone with rights in the winning photograph (such as artwork, trademarks or a person's likeness). Failure to provide such releases or permissi result in entrant's disqualification in this photo contest, and any prizes will be forfeited.
- 13. All fees and personal expenses incidental to redemption of prizes (as deemed necessary) will be the sole responsibility of the winners.
- 14. No substitution or transfer of prizes except at the sole discretion. of the sponsor. All restrictions apply.
- 15. Contest is void where prohibited or restricted by law, where a license is required or where subject to tax (other than tax on prizes awarded). All federal, provincial, state and local taxes are the sole responsibility of the winners.
- **16.** Prizes must be claimed within 30 days of notification. If not claimed by this date, the prizes will be forfeited. All claims thereto following this date will be null and void.
- 17. Employees of Costco Wholesale Corporation, board members and members of their families (spouse/domestic partner and any children age 18 years or older living with the employee and having a valid Costco card) are not eligible to enter. Employees of sponsoring companies or members of their families are not eligible to enter. A separate contest will be held for Costco employees, board members
- 18. Costco reserves the right to cancel or suspend the contest should any cause beyond the control of Costco affect the administration, security, fairness, integrity or proper operation of the contest, or for any other reason it deems appropriate, at its sole and absolute discretion













A. Lifetime Adirondack Chair Constructed of weather-resistant polystyrene, this chair is UV protected and designed for outdoor use. The simulated wood will not splinter, warp or rot and never needs to be painted or varnished. Item #538769. Warehouse only.

B. Wenger Sport GMT Stainless Steel Watch

Featuring Swiss reliability, durability and leadingedge design, this men's watch includes a quartz dual-time movement, scratch-resistant sapphire crystal, water resistance to 330 feet, a unidirectional rotating bezel that measures elapsed time, luminous hands and numerals, and a solid stainless steel bracelet. Item #553190. Warehouse only.

C. Grape Solar 5060-Watt Grid-Tied Solar

Kit Go green and save money on your electricity bill with solar power! No moving parts, so maintenance is virtually nonexistent. Includes Grape Solar Poly-Si modules, an inverter and a rooftop racking system for mounting the modules. Professional installation by licensed electrician or solar installer highly recommended. Item #573492. Costco.com only.

D. Summer Music CD Assortment A Costco exclusive! Choose from three different two-CD sets. Listen to the Music includes artists like Rod Stewart. The Mamas and the Papas, and Van Morrison. Rock 'n Roll All Nite contains classicrock hits by The Who, Cream, Deep Purple, and many more. Fisher-Price™ Music Series Road Trip Sing-Along will keep everybody in the backseat happy with a collection of 40 classic singalong songs. Item #460484. Warehouse only.

E. Chapman Multimedia TV Console Ideal for today's gaming and home entertainment centers, this console features hardwood and cherry veneer construction, a rich 11-step, brown cherry finish, elegant recessed panel doors and sides, antiqued metal hardware, media storage cabinet and spacious center

new HD heights with the complete movie collection, featuring breathtaking Blu-ray clarity and sound. The deluxe eight-disc set includes all five motion pictures plus more than 20 hours of bonus features—documentaries, TV specials, cartoons and filmmaker commentaries. Available June 7. Item #577737. Warehouse only.



E



Ian, son of GiGi, Home

> **G. Lifetime Magnetic 12-Piece Clip Set** Seal bags or hang notes, photos and recipes.

Small and medium clips attach to refrigerator or oven with magnetic back. Large and medium clips feature soft grip on thumbprint for easier clip opening. Available in two color options. Item #565396. Warehouse only.

H. WearFirst Boys' Cargo Pant with Belt

Constructed from 100 percent cotton twill, these cargo pants feature a soft finish and include a matching belt. Available in several colors. Sizes: 5-16. Item #669123. Warehouse only.

I. Indoor/Outdoor Stainless Steel Foldaway **Drying Station** This large laundry rack gives you all the room you need to hang-dry clothes. Features include adjustable third arm, a place to dry shoes or slippers and stainless steel construction. Item #545532. Warehouse only.

Spread the news

KIRKLAND SIGNATURE™ Organic Strawberry Spread is made with 100 percent fresh, never-frozen, organic strawberries. After the strawberries are harvested they are sprinkled with organic sugar to enhance their natural sweetness.

"Our product is made with 65 percent fruit, whereas typical preserves are made with around 45 percent fruit," says buyer Shauna Lopez.

This spread is excellent for waffles, crepes, pancakes, French toast, bagels and sandwiches, and the amount of strawberries in it reflects the value.

"Even against the branded item closest in quality, our savings over that item at retail can be as high as 40 percent," Shauna adds. Item #421793. Warehouse only.



New and exciting products available at warehouses for a limited time only

specialty

ΔΙ ΔSΚΔ

services services at your local warehouse or business center

Dates and events are subject to change. Special Events for other regions may be found on Costco.com; type "special events" into the search box.

Click here for a list of special events by region.

ALASKA

Anchorage

Jun 4 Osteoporosis Clinic Jun 10-19 Portable solar power

Anchorage II

Jun 10-19 Portable solar power Jun 17–27 Traeger pellet grills

Jun 11 Osteoporosis Clinic Jun 24-Jul 3 Portable solar power

IDAHO

Boise

Jun 2-5 Kirstie Kelley Signature wedding dresses Jun 11 Osteoporosis Clinic

Coeur d'Alene

Jun 10-19 Portable solar power

Nampa

Jun 3–12 Traeger pellet grills Jun 18 Osteoporosis Clinic

Pocatello

Jun 10-19 Portable solar power

Twin Falls

Jun 3-12 Portable solar power

MONTANA

Billings

Jun 10–19 Portable solar power Jun 24-Jul 3 Little Giant ladders

Bozeman

Jun 3–12 Traeger pellet grills Jun 10–19 Portable solar power

Helena

Jun 4 Osteoporosis Clinic Jun 10-19 Portable solar power

Kalispell

Jun 10-19 Portable solar power

OREGON

Albany

Jun 11 Osteoporosis Clinic Jun 24-Jul 3 Traeger pellet grills

Aloha

Jun 11 Osteoporosis Clinic Bend

Jun 10-19 Portable solar power

Clackamas Jun 10-19 Margaritaville shoes

Eugene

Jun 10–19 Portable solar power Jun 18 Osteoporosis Clinic Hillsboro

Jun 10–19 Portable solar power Jun 18 Osteoporosis Clinic

Medford

Jun 3-12 Little Giant ladders Jun 10–19 Portable solar power Jun 18 Osteoporosis Clinic

Portland Jun 24-Jul 3 Traeger pellet grills

Roseburg

Jun 10-19 Portable solar power Salem

Jun 4 Osteoporosis Clinic

Tigard

Jun 4 Osteoporosis Clinic

Warrenton

Jun 24-Jul 3 Portable solar power

Wilsonville

Jun 9-12 Kirstie Kelley Signature wedding dresses Jun 25 Osteoporosis Clinic

UTAH

Lehi

Jun 10–19 Portable solar power Murray

Jun 10–19 Portable solar power Jun 18 Osteoporosis Clinic

Ogden

Jun 11 Osteoporosis Clinic

Orem

Jun 3-12 Traeger pellet grills Jun 10–19 Portable solar power

Salt Lake City

Jun 10–19 Portable solar power Jun 23-26 Kirstie Kelley Signature wedding dresses Jun 25 Osteoporosis Clinic

Sandy

Jun 10-19 Portable solar power

West Bountiful

Jun 4 Osteoporosis Clinic Jun 10-19 Portable solar power

West Valley

Jun 17-26 Portable solar power Jun 25 Osteoporosis Clinic

WASHINGTON

Bellingham

Jun 10-19 Portable solar power Jun 25 Osteoporosis Clinic

Burlington

Jun 10-19 Portable solar power Jun 18 Osteoporosis Clinic

Clarkston

Jun 10–19 Portable solar power Jun 25 Osteoporosis Clinic

Covington

Jun 11 Osteoporosis Clinic Jun 24-Jul 3 Traeger pellet grills

East Wenatchee

Jun 3-12 Margaritaville shoes

Everett

Jun 3-12 Little Giant ladders Jun 24-Jul 3 Portable solar power

Federal Way

Jun 10–19 Portable solar power

Gig Harbor

Jun 3–12 Traeger pellet grills Jun 11 Osteoporosis Clinic Jun 17-26 Little Giant ladders

Issaquah

Jun 10-19 Portable solar power

Kennewick

Jun 3-12 Portable solar power Kirkland

Jun 4 Osteoporosis Clinic Jun 10–19 Portable solar power

Lacev Jun 3–12 Margaritaville shoes

Marysville Jun 3-12 Margaritaville shoes Jun 4 Osteoporosis Clinic

Puvallup Jun 4 Osteoporosis Clinic Jun 24-Jul 3 Traeger pellet grills

Seattle

Jun 3-12 Margaritaville shoes Jun 16–19 Kirstie Kelley Signature wedding dresses

Jun 18 Osteoporosis Clinic Sequim

Jun 24-Jul 3 Portable solar power Jun 25 Osteoporosis Clinic

Silverdale

Jun 10-19 Portable solar power Jun 18 Osteoporosis Clinic

Spokane

Jun 10-19 Portable solar power

Kirstie Kelly Signature Wedding Dresses These exclusive designs feature exquisite detailing and construction. Six modern styles in sizes 2-24 Try on samples in a private fitting area. Veils also available. Appointments recommended: go



N Spokane

Jun 10-19 Traeger pellet grills

Tacoma

Jun 10-19 Portable solar power Tukwila Jun 3-12 Margaritaville shoes

Jun 11 Osteoporosis Clinic

Tumwater

Jun 3-12 Margaritaville shoes

Union Gap Jun 3–12 Margaritaville shoes

Jun 24-Jul 3 Portable solar power Vancouver

Jun 3-12 Margaritaville shoes

E Vancouver

Jun 24-Jul 3 Portable solar power Woodinville

Jun 10–19 Portable solar power Jun 18 Osteoporosis Clinic

warehouse hours Monday-Friday 10am-8:30pm Saturday 9:30am–6pm Sunday 10am–6pm

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Additional services

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COSTCO SERVICES

Update

To learn more about our complete suite of Costco services, click on the "Services" link at Costco.com or call toll-free 1-800-220-6000.



PHOTO COURTESY SEA RAY

THE COSTCO AUTO Program continues to offer members great value on select Sea Ray and Boston Whaler boats, through participating dealers.

This year brings the addition of several boat models and the national rollout of Boston Whaler.

Program benefits

- The base price for each boat is a low, prearranged Costco-member price.
- Includes additional Costco-memberonly incentives from Sea Ray and Boston Whaler.

- Includes any currently available national incentives from Sea Ray and Boston Whaler.
- Costco members buying one of these boats are eligible to receive a \$500 Costco Cash card from the Costco Auto Program after completing a survey.

Costco does not sell boats; members must purchase from a participating Sea Ray or Boston Whaler dealer. For complete details and to locate a dealer, visit Costco.com and search "boat5."

WIDER AVAILABILITY

Personal health adds two states

ARIZONA AND MICHIGAN join Georgia, Illinois, Pennsylvania and Texas to make it six states where the Costco Personal Health Insurance program is now available. Additional states will be added in the near future.

This individual and family insurance program provides the best combination of quality and value based on Costco's extensive evaluation of the many available health insurance plans. Included in this program are a range of

coverage and cost options, plus exclusive Costco member benefits.

The Costco Personal Health Insurance program offers pricing negotiated exclusively for Costco members. To learn more, go to Costco. com and search "personalhealth," or call toll-free 1-888-370-6930.

Costco Personal Health Insurance Plans are underwritten by Aetna Life Insurance Company directly and/or through an out-of-state group policy to members of Costco Wholesale. To the extent permitted by law, these plans are medically underwritten and you may be declined coverage in accordance with your health condition. Health insurance plans contain exclusions and limitations.

NEW OPTION

Streamline payroll with free setup

COSTCO'S PAYROLL service provider, Intuit, has introduced a free setup option for its Online Payroll service. With this new option, you can draw on the expertise of a team of U.S.-based payroll specialists who will give you confidence that your payroll is set up right.

Many people consider setting up a payroll the hardest part of managing the process. Whether you are new to payroll or just don't want the hassle, Intuit payroll specialists are available to guide you.

Benefits of free setup option

- Intuit specialists complete all of the data entry work, entering company, employee info, compensation, benefits and tax information.
- Intuit specialists help you get state withholding and unemployment account numbers.
- Intuit specialists set up your federal and state tax payments.
- Intuit specialists walk you through your first payroll and show you how to complete common payroll tasks.

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For more information, go to Costco.com and search "payroll setup."

NEW TECHNOLOGY

Cloud technology from AccessLine

LONGTIME COSTCO partner AccessLine Communications now offers Costco members the next generation of unique business phone equipment and cloud-based service packages. Applications enabled through cutting-edge cloud-technology architecture provide the best in business phone features, flexibility and savings.

Here are just a few of the new options enabled by cloud technology:

- Businesses can serve multiple offices with a low-price service plan.
- Businesses can have a "remote worker" phone station completely integrated into their office phone system.
- Sole proprietors can purchase singlephone/single-phone-line service.
- Users can upload personalized hold music or messages.
- Users receive instant email notification of new voicemails.
- Users have access to complete online billing and call history.

To learn about all the new options now available to Costco members, call AccessLine today at 1-877-757-2606, or go to Costco.com and



All services are provided by third parties, may not be available in all areas and are subject to change without notice. Some restrictions apply. See "Services" at Costco.com for applicable terms and conditions.

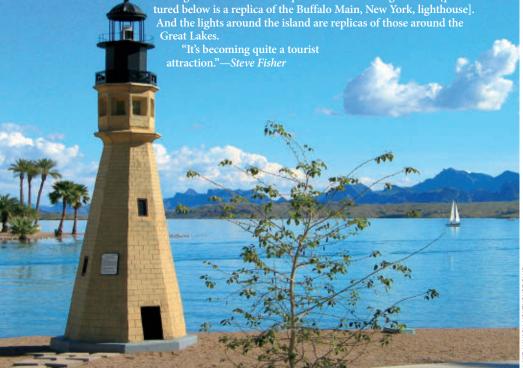
For ships of the desert

ARIZONA COSTCO MEMBER Bob Keller and friends—dedicated members of the Lake Havasu Chamber of Commerce, as well as avid boaters—came up with an idea they thought would appeal to both interests, as well as one near and dear to their hearts.

'We [have been] trying to get navigation lights around the lake for years," says Keller. They came up with the idea of building one-third-scale versions of real American lighthouses and formed the Lake Havasu Lighthouse Club (www.lh-lighthouseclub.org).



We put up 20 so far," Keller says, explaining that, with the help of the United States Coast Guard, they identified "35 points of land [around the lake] sticking out that deserve the navigation light." As the lake runs north-south, with California on one side, Arizona on the other and an island in the middle, Keller says, "the lights on the west side of the lake represent lighthouses and the lights on the east side represent East Coast lighthouses [pic-



Babies in bulk: California members Peter and Michele Muzzy have figured out the most efficient way to transport their 2-year-old triplets on a Costco visit. Next stop-snack aisle. Wagons ho!

We want to hear from you!

IF YOU HAVE A NOTE, PHOTO **OR STORY** to share about Costco or Costco members, email it to connection@costco.com with "The Member Connection" in the subject line or send it to "The Member Connection," The Costco Connection, P.O. Box 34088, Seattle, WA 98124-1088. Submissions cannot be acknowledged or returned.



A royal flush

LISTEN TO YOUR mother! Kristin Reynolds did. Now she and her husband, Rich, are the sole providers of luxury portable toilets and showers in California.

They opened their franchise in 2006, after Kristin's mom spied a Royal Restrooms (www. royalrestrooms.com) trailer in a neighbor's yard and saw a business opportunity for her daughter. Each Royal Restroom is 5½ feet long and wide, climate controlled, comfortable and clean. "They beat the heck out of a porta-potty in July," Kristin's mother told the Reynoldses.



The Reynoldses partner with local sanitation companies to provide complete sanitation service at special events, weddings and anywhere else people require portable toilets.

The toilets and showers come in handy in times of need too. After Hurricane Katrina, the couple worked with the Federal **Emergency Management** Agency to provide facilities for displaced families; after the 2009 Southern California fires, they worked with the state of California to provide facilities for people rebuilding businesses.

Costco plays a huge role in the Reynoldses' business. "All of our products in the trailers come from Costco," Rich says. "We buy a whole pallet of rugs every season, and our soap, paper products, bleach and cleaning products all come from Costco. All of our drivers have Costco cards. Wherever we go, there's usually a Costco within an hour's drive."

—Maria Bellos Fisher

Posture pedic





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Randy J. Costco member Rocklin, CA

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^{*} Savings based on a comparison of fees charged by U.S. mortgage lenders on 3/11/11. For information on what is included in "lender fees" go to Costco.com and search: mortgage. In addition, lender fees charged to Executive Members will not exceed \$600 per loan. Lender fees charged to Gold Star and Business Members will not exceed \$750 per loan. Any Third Party fees are not subject to the lender fee limits. 11EX0829 4/11